

THE INTERACTIVE ENTERTAINMENT WEEKLY

MCV

Friday August 24 2007 £3.25



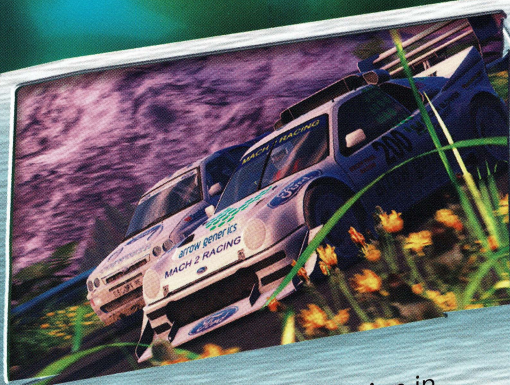
SEGA RALLY™

RALLY RACING UNLEASHED
28th September

SEGA®
www.sega.co.uk

SURVIVAL OF THE FASTEST

The king of rally racing games has returned, armed with the intense game play that made it famous and the latest next gen-technology to make it unforgettable.



- Carve up the competition in brutal battles with up to six cars



- Race through stunning next-gen environments, set across five continents



- Tear up tracks that constantly degrade and change with unique deformation technology

IT'S RALLY RACING UNLEASHED

Enter the fray with the SEGA Rally demo - available 17th September on Xbox Live - where only the fast will survive.



Visit www.segarally.com to view technical demos hosted by Guy Wilday, the man tasked with emulating the success of the original SEGA Rally.

You'll get a behind the scenes look at the revolutionary technology and features that make SEGA Rally the most intense, competitive and unique rally racing game ever.



PLAYSTATION 3 PSP



ask
about
games
.com

SEGA
www.sega.co.uk

MCV



04 PS3 TV

MCV takes a closer look at Sony's television-related Leipzig announcements

06 Xbox's Core difference

Microsoft ready for Christmas scrap with Sony after console price cuts

07 Who needs budget?

Nintendo reveals its plans to stick to full price software on Wii - for good



16 Join the debate

Labour and The Conservatives square up to one another on games

12 In the GAME

We investigate the specialist's post-Competition Commission future

20 Easy as ABC

MCV analyses this week's media stats - and interviews the sector's big players

EVERY BUYER • EVERY BRANCH • EVERY INDIE • EVERY WEEK

INCORPORATING **CTW**

That's all folks!

Licensees may have to wave farewell to major properties as Warner pushes ahead with new publishing division

by Neil Long

MEDIA colossus Warner Bros has lifted the lid on its plans to take on the likes of EA, Activision and THQ by snatching back some of its big-name licences.

The stunning move is part of the returning publisher's ambition to turn its games business into a billion dollar division within five years.

Having already released two 'test run' titles in the US, Warner recently set up shop in London (*MCV* 06/07) and now has plans to self-publish in the UK and Europe.

But the aggressive push isn't just reliant upon its existing IP - Warner also plans to cherry pick the best original IP and development studios.

"We're in this for the long haul," Scott told *MCV*. "It is



FINDERS KEEPERS: Warner looks set to take back exclusive rights for its own licences such as Batman, Superman and Harry Potter

confident that it can sell games based on its own IP more effectively than any licensee.

"The ability to cross promote our games product with our movie product in a compelling way will be key," added Scott. "Our home video guys are very keen to target PS3 and 360 owners with next-gen movie formats. There are huge marketing and cross-merchandising possibilities."

WARNER'S WARNING

According to Ron Scott: "You'll see a large percentage of Warner properties come on board as we develop the extra capability we need."

These franchises - and their licensees - include:

Superman	EA
Batman	EA
Harry Potter	EA
Dirty Harry	Eidos
300	Eidos
Happy Feet	Midway
Scooby Doo	THQ
The Sopranos	THQ
Looney Tunes	N/A

You'll see a large percentage of Warner properties come on board as we grow.

Ron Scott, Warner

Speaking exclusively to *MCV*, Warner Bros' senior VP of worldwide sales and distribution Ron Scott said that the firm was ready poach the industry's finest talent, invest heavily in development and leverage its existing distribution network to shake up the status quo.

vital to be a fully-functional publisher. We are not just an arm of a business that is simply going to leverage the movie properties that Warner has - we are going to be a creative force as well."

And with the might of its existing Home Entertainment empire behind it, Warner is

WARNER'S SENIOR VP RON SCOTT OUTLINES THE PUBLISHER'S STRATEGY

ACQUISITIONS

"With the resources we have at Warner Bros, we are looking at all the options. Certainly, I think if people are looking for a good home, Warner would be attractive - not only in terms of distribution and marketing but also our ability to fund these things. It's a great place to work and get some great IP to work on as well. We're also very well positioned to move forward in the acquisitions market."

TARGETS

"This is going to be a billion dollar division within a five year period. And Warner Bros is not a stranger to the interactive entertainment business: through our licensed properties there's probably \$2 billion of retail sales between 2001-2007. We know the category, we've let other people take the risk and now we feel that we can take a bigger share of the games entertainment dollar."

LICENSING

"We have a broader portfolio of IP than we have development capability at the moment. So our partners like EA, Midway and Eidos will continue to be actively licensing IP, but I think you'll see a larger percentage of Warner properties come on board as we start to develop the extra capability. I have found that publishers which own IP, development and the direct-to-retail model have profited."

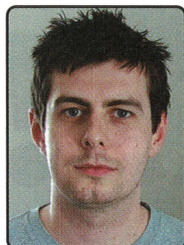
RECRUITMENT

"We realise that it is particularly important to have games-specific expertise in sales, marketing and PR. We know that every successful company in the industry does so. We have been working on a recruitment effort to identify quality individuals that we're going to bring into the business, and will be making some announcements shortly. Let's say we're going to hit the ground running."

RETURNING TO GAMES

"From a category standpoint, this is a great time to enter in terms of the platform cycle. I think this cycle will probably be a lot more robust and probably a little longer compared to previous ones. We've had a good test run in North America with *Tom and Jerry* and *Justice League*; now we're ready to put together the final pieces of the direct-to-retail component of our business."

[LEADER]

WARNER BROS TOONS
INTO VIDEO GAMES AGAIN

ON FIRST impressions, a company with a wisecracking rabbit as its mascot might not seem all that intimidating.

But having grown from its roots in filmmaking and Bugs Bunny cartoons to the enormous media empire it is today, Warner Bros is a company with as many smart ideas as its carrot-chomping figurehead.

And its latest move into video games may just turn out to be the brightest of the lot.

Having tried once before to crack the games market, it is back with the clear intention of becoming one of the big boys. And who can blame it? An unprecedented number of viable formats and a console lifecycle on its way up present more than enough reasons to get involved in the industry, and when you combine this with a struggling home video market, it's almost a no-brainer.

And it's not just Warner taking notice. Fellow US media giant Viacom this week revealed a former Take 2 executive as its new head of games, just days after its MTV subsidiary announced its intentions to spend \$500 million on development, having already acquired *Guitar Hero* developer Harmonix for \$175 million.

“Warner could be a breath of fresh air. EA and Activision have never had to square up to a presence this big.”

Warner's return will certainly raise eyebrows. It has a rich seam of licences which have been farmed out to all manner of games publishers. But now it's clear that it wants them back.

What Warner will bring to the market could prove to be a breath of fresh air. It intends to scoop the rights for games just as it does for movies to gain a foothold in the market, a prospect that will have many studios vying for its attention - with the possible pay-off of being acquired and funded by Warner full-time. And let's not rule out a move for a publisher either; Warner's resources could very easily fund a swoop for a top ten player.

It has already begun to snap up key industry talent - and the prospect of getting in at the beginning of something big is one sure to have yet more marketing and sales execs honing their CVs to perfection. If Warner's predictions are right, those few key start-up staff could be sitting within a billion dollar publisher in five years' time.

As a publisher, Warner will take several years to get fully up to speed, but current powerhouses like EA and Activision have never had to square up to a presence this big. Warner has sent out its warning shot - now it must prove that this time around, it has the know-how to last the pace.

Neil.Long@intentmedia.co.uk

NEWS

Sony sets out 'vision

TV tuner and digital video recorder amongst Leipzig highlights as

by Tim Ingham

PS3 FANBOYS have been excitedly chattering about Leipzig ever since MCV first whispered that TV-related goodies were on the way back in July - and Sony didn't disappoint at the German exhibition this week.

At its press conference on Wednesday, the electronics giant unveiled a flurry of headline-grabbing additions to the PlayStation family - not least a combined TV tuner and a personal video recorder for its flagship console.

As predicted by MCV (20/07), the Leipzig “fireworks” touted by SCEE CEO David Reeves largely consisted of ‘PlayTV’.

The nifty gadget, which will hit stores in early 2008, lets gamers watch, pause and record live television, as well as record shows onto their PS3 hard drive.



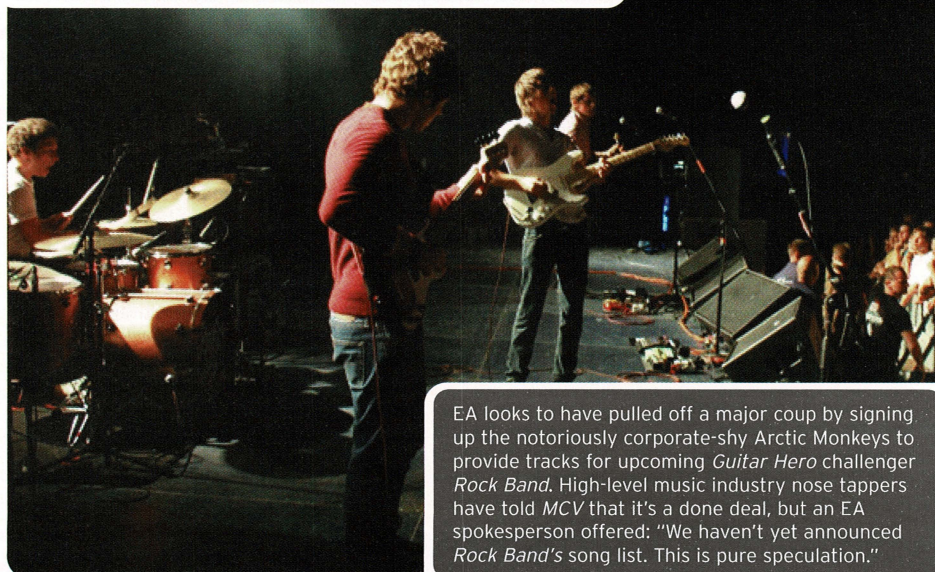
“The introduction of PlayTV means PS3 is now the best choice for an all-in-one family entertainment hub.”

David Reeves, Sony

Reeves was keen to highlight how far towards the realisation of Sony's promise of an ‘all-in-one family media hub’ the addition takes PS3.

“With the introduction of PlayTV, PlayStation 3 is now

MONKEYS JOIN NEW ROCK BAND



EA looks to have pulled off a major coup by signing up the notoriously corporate-shy Arctic Monkeys to provide tracks for upcoming *Guitar Hero* challenger *Rock Band*. High-level music industry nose tappers have told MCV that it's a done deal, but an EA spokesperson offered: “We haven't yet announced *Rock Band*'s song list. This is pure speculation.”

NEWS

of the future

PS3 stakes its claim as a true 'media hub'



SCREEN TO BE BELIEVED: MCV's prediction that Sony would introduce a TV tuner and PVR functionality for PS3 rang true at Leipzig

the best choice of home entertainment hub for the whole family," he said.

And there was plenty more fireworks to wow retail, not least in the shape of a confirmed launch date for Sony's new slim PSP – September 5th.

The popular handheld didn't miss out on its own flash accessories, including a new Go!-branded video download service created in tandem with Sky – which will also launch in early 2008 – as well as a Go! PSP camera and an instant messaging application.

"Together, Sony and Sky are ideally placed to make portable, on-demand TV a reality," enthused the clearly impressed BSkyB CEO James Murdoch.

Reeves and co didn't scrimp on software, either, with the revelation that, alongside its third-party partners, Sony would be releasing more than 275 new titles across its formats before Christmas.

These included the previously unannounced *Buzz: Quiz TV* for PS3 – which offers downloadable question packs and online challenges.

Sony: 020 7859 5000

Guitar Hero III 'rock-off' set to entertain GMAs

by Andrew Wooden

IN THE latest of Activision's notoriously lavish *Guitar Hero* promotions, attendees of the first Games Media Awards will be invited to compete in a *Guitar Hero III: Legends of Rock* play-off in support of the release of the rhythm title.

Awards is particularly relevant. And with the greatest selection of songs a music game has ever had, the performances will ensure the party concludes with a bang."

The title will be released in Q4 on PS2, PS3, Xbox 360, and Wii. As with the first two games, it will feature a selection of

gma
gamesmediaawards

The competition will kick off straight after the awards ceremony, and all 150 attending journalists can take part.

"*Guitar Hero III* introduces competitive online play for the first time in the series," said Gary Sims, brand manager at Activision UK. "So the special journalist-only play off at the Games Media

famous rock songs, plus new multiplayer modes and boss levels.

The Games Media Awards will take place at the Soho Revue Bar in London on October 11th. Organisers say shortlists for the 16 awards will be announced soon.

■ For more details, contact dave.roberts@intentmedia.co.uk

[PRE ORDERS] TOP 10



GUILD WARS: EYE OF THE NORTH
PC
NCISOFT

2. TOM CLANCY'S: WARFIGHTER 2
PS3 UBISOFT
3. MEDIEVAL II: TOTAL WAR - KINGDOMS
PC SEGA
4. TIGER WOODS PGA TOUR 08
WII EA
5. BLUE DRAGON
360 MICROSOFT
6. HALO 3
360 MICROSOFT
7. HALO 3: COLLECTORS EDITION
360 MICROSOFT
8. THE SIMS 2: BON VOYAGE
PC EA
9. FOOTBALL MANAGER 2008
PC SEGA
10. PRO EVOLUTION SOCCER 2008
PS3 KONAMI

The powerful popularity of MMOs – and NCsoft's *Guild Wars* series – is plain for all to see in the pre-order chart this week, as the Korean publisher proves a winner with Play.com customers. Elsewhere, Konami's latest *Pro Evo* has begun to climb the table.

Week ending August 18th
Source: PLAY.COM



Labour: 'We DO take games seriously'

THE GOVERNMENT has reaffirmed its commitment to the games industry and announced plans for further economic support, after the Conservative Party claimed that Labour was not doing enough to support the sector in last week's *MCV* (cover, 17/08).

Speaking exclusively to *MCV*, Margaret Hodge, Minister for Culture, Creative Industries and Tourism said: "We have definitely begun to more fully recognise and articulate the

contribution of video games to the UK economy as a whole. We are investing heavily in supporting skills

closely on the video games sector with, for example, missions and events around trade shows."



We are definitely beginning to recognise the contribution of video games to the economy.

Margaret Hodge, Labour

development particularly through the sector skills councils and UKTI has in recent years concentrated

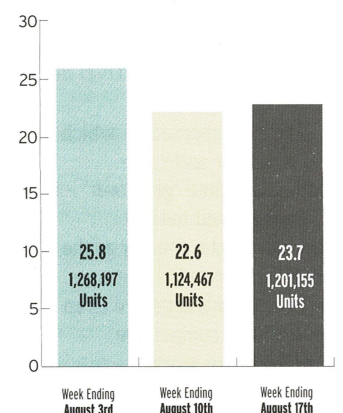
Hodge went on to say that further money has been earmarked for the industry as part of a wider support scheme.

"The Creative Economy Programme is exploring how Government can support the creative industries in general,

This will examine market drivers such as skills, innovation and competition. The games industry is a significant sector within this work.

"Of course we want to do what we can to sustain and grow the video games industry in the UK. We are keeping the global competitive environment under close review."

[MARKET VALUE] £23.7m



Total UK Software Sales
Source: ELSPA/ChartTrack and Intent Media

NEWS

Xbox: 'Our cut-price console will steal consumers from PS3'

Microsoft talks up effect price drop will have on Christmas market ● Elite 'widens value for money difference'

by Tim Ingham

MICROSOFT has shrugged off any fear that its Core Xbox 360 will struggle for prominence in the Christmas market – and told *MCV* that its price drop will tempt customers away from PS3.

The Core console's price point falls to just £179.99 today – the same as Nintendo's Wii – whilst the 20GB Premium model is reduced by £30 to £249.99.

And Microsoft's UK marketing manager for the Xbox 360, Dan Cornelius, believes that the dip in price will steal the attention of new entrants to the market away from PS3 this Christmas.

"If you look at PS3, it's a lot of money for families to come in at," he told *MCV*.

"Sony is requiring a fairly novice gamer to enter into things like Blu-Ray and wireless gaming by default.



CORE THE MERRIER: Microsoft's Cornelius (above) says the firm's range of cut-price Xbox 360 SKUs (above right) will draw customers away from PS3



"The Core's still doing well for us in the UK and the price drop is bound to produce a spike in sales. These customers like the fact that they don't have to foot the bill for a load

120GB Xbox Elite at retail today, with an SRP of £299.99.

"With the launch of Elite and the price drop, the delta in terms of value for money between 360 and PS3 gets

"The cut in the Core's price means we gain access to a type of consumer that PlayStation 3 cannot."

Dan Cornelius, Xbox

of technology they don't need.

"It means we can gain access to a type of consumer that PS3 cannot."

The firm also rolls out the

broader," added Cornelius.

"We feel we're in a stronger position than our competitors in the run up to Christmas."

Microsoft: 0870 601 0100

Games Get Closer to music and DVD at 'new' HMV

LEADING High Street entertainment chain HMV has launched a new look and marketing campaign – and has vowed to give gaming equal billing with music and DVD in its advertising.

The new approach – which comes under the umbrella tagline 'get closer' – is to be marketed heavily throughout the country as the High Street retailer continues to fight for market share in an increasingly competitive entertainment space.

"Games will be an equal partner to music and DVD in our Get Closer campaign, occupying broadly similar space

in store windows," said head of games at HMV Tim Ellis.

"We are launching with two iconic artists or titles from each of these areas, so, for

Simpsons, and Games by Mario and Master Chief."

And the campaign will not only be pushed in-store: wide-reaching marketing plans will

hmv get closer

example, music will be represented by images of Elvis and Amy Winehouse, movies and DVD by Bond and The

ensure that media-aware gamers won't be able to escape the 'get closer' campaign in various publications.

"We'll be looking to run press ads with strong creatives to follow on from the in-store campaign," adds Ellis.

"We will hopefully hook consumer interest by running full bleed images of the content and featuring engaging straplines that have a bit of an ironic reference.

"So, for example, Mario could well be headlined

'The Italian Job'."

The new initiative has been rolled out as part of HMV CEO Simon Fox's strategic review of

the whole company. It has been launched in conjunction with creative agency Venturethree.

■ The harsh conditions faced by entertainment retail was placed in sharp focus this week, as long-running video and games retailer ChoicesUK applied for administration.

The Guardian reported that the company was £13 million in debt and that 1,800 employees stood to lose their jobs.

The firm stopped trading on Monday, reporting a share price of 10.25 – less than four per cent of the value of their all time high of 264.25p.

HMV: 020 7432 2000

NEWS

'Jobs will disappear to Eastern Europe'

Disney boss predicts Russian graduates will fill gaps left by development skillset crisis

by Tim Ingham

DISNEY'S country director Matt Carroll has warned the industry that more Government funding for UK development risks being wasted without a restructured graduate programme – and that Eastern European students stand to snatch job opportunities if the domestic skillset crisis continues.

Carroll told MCV: "The UK is incredibly talented and would produce more games if it had the means to get more money from the Government – there's no doubt about that."

"But it's painfully obvious that there's also a skills shortage. If the UK was dramatically increasing in development opportunities and Government funding, would we have the skillset to deal with it?"

"If we don't start bringing more talent through, the UK will get outmanoeuvred by Russia and Eastern Europe."

Matt Carroll, Disney

Carroll's comments come after Eidos CEO Jane Cavanagh OBE hit out at the Government for its lack of support for the games industry in MCV (10/08) – a move that last week spurred ELSPA boss Paul Jackson into reassuring the industry that he was "engaging with the Brown Government".

"Any demand for more support also has to be met with bringing talent through."

"If we don't do that, we'll get out-manoeuvred by countries that can train their talent better and cheaper, like Eastern Europe and Russia."

"Developers in these and other territories will soon start to emerge *en masse*, with



CARROLL: Disney boss believes that more needs to be done to encourage UK students to enter into a career in development

incredible technical skills and an enthusiasm to learn."

Last week, Shadow Secretary Of State Jeremy Hunt told

MCV he would "discuss" the introduction of new tax breaks with the Conservative Treasury.

Disney: 0208 222 1413

No value label coming for Wii

NINTENDO has told MCV that it has no plans to follow the lead of Sony and Microsoft by introducing a budget label on first-party Wii software.

Sony's PlayStation Platinum and Microsoft's Xbox 360 Classics ranges have both significantly boosted revenues for Nintendo's rival format holders – but the Japanese firm has decided that its Wii price proposition does not warrant a designated value label.

"We have no plans for a Wii budget label," a Nintendo spokesperson told MCV.

"Nintendo Wii software is performing very well at its current price points.

"It's important to note that Nintendo do not set prices. It is retailers that will ultimately set the prices of both hardware and software."

"And with brand new software titles available at estimated retail prices of between £19.99 and £34.99, we feel Wii represents great value over any current new competitor titles."

This week, internet stories referencing ChartTrack statistics reported that the Wii is on course to hit one million UK sales in the next three weeks – and to eclipse total GameCube sales by October.

Nintendo: 01753 483700



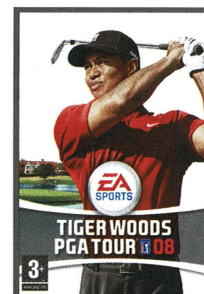
NINTENDO DENIES PRODUCTION DELAYS

Elsewhere, Nintendo has refuted rumours that the hardware production capacity of Wii has been hindered following a shortage of components.

The claims, which recently emerged across internet news channels, appeared to come from the component manufacturers themselves, and asserted that a shortage of internal hardware such as IC chips and PCBs had delayed a scheduled ramping up of console production.

However Nintendo was quick to shoot down the reports: "This is not an official announcement and is utter rumour and speculation," a Nintendo spokesperson told MCV.

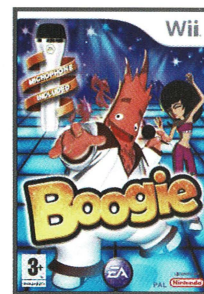
EA TRADE BULLETIN



OUT 31st AUGUST

PC-DVD, PS2, PS3, Xbox 360, Wii, NDS, PSP

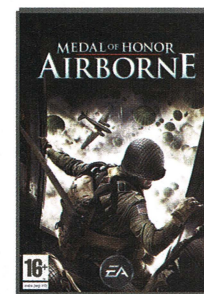
Take on the world in Tiger Woods PGA TOUR 08. Record everything from your greatest rounds to crazy, awe-inspiring shots, then post each challenge on EA SPORTS GamerNet for the world to beat. Also upload your real life photos to put yourself in the game like never before with Photo Game Face.



OUT 31st AUGUST

Wii

"As a karaoke/rhythm action game designed to keep a crowd of people genuinely entertained, it does the job perfectly. Well done EA" – 81% - Official Nintendo Magazine



OUT 7th SEPTEMBER

Xbox 360, PC-DVD, PS3 – Coming Soon

"Airborne could very much be the game that puts Medal of Honor well and truly back on the map. And not just on the map; anywhere on the map." – 360 Magazine

"Fun, pretty and addictive" – 88% - PC Gamer UK

NEWS

PC Retail Awards categories revealed

New awards to recognise and reward industry excellence • 15 categories set to take in all sectors of the channel

by Scott Bicheno

THE FIRST awards event dedicated entirely to the UK computer retail channel – the PC Retail Awards – has revealed its awards categories.

In order to fully represent the entire trade, the awards will be divided into three separate sections – Frontline, Distribution and Vendor. The categories will contain five awards each.

PC Retail Awards 08

companies – as they act as their 'face' in the channel.

Finally there will be a Grand Prix prize which will be awarded to the individual, team or company deemed to have made a conspicuous contribution to the channel in the previous year.

PC Retail will begin accepting nominations for all the awards, bar the Grand Prix, at the beginning of next month.

For more information on table and sponsorship opportunities email kathryn.humphrey@bhpr.co.uk

Of course no technology awards event would be complete without the companies that actually make

the products – vendors. The PC Retail Awards will again concentrate on the sales and marketing teams of these

In order to fully represent the entire channel, the awards will be divided into three separate sections.

AWARDS CATEGORIES

FRONTLINE

- High Street Independent
- High Street Multiple
- Online Retailer
- Value Added Reseller
- Best Technical Support

Plus: **Grand Prix Award**

DISTRIBUTION

- Sales Team: Home
- Sales Team: Business
- Sales Innovation
- Marketing and PR Team
- Specialist Distributor

VENDOR

- Sales Team: Home
- Sales Team: Business
- Marketing and PR Team: Home
- Marketing and PR Team: Business
- Specialist Vendor

The Frontline awards recognise excellence in customer-facing firms, be they on the High Street, the internet or dealing with businesses. The winners will be those companies that best represent the UK technology industry to the outside world.

The Distribution awards are designed to acknowledge the hard work put in by the unsung heroes of the channel. The sales and marketing teams at distributors are a vital link between vendors and retailers, without whom the channel would grind to a halt.

Former MTV boss heads up new gaming channel

A NEW international gaming channel, Ginx TV, is set to launch across Europe, Asia and Africa this Christmas, with the intention of becoming the 'MTV of gaming'.

"We want to be different, we want to be the MTV of the video gaming industry."

This bold claim has a certain amount of clout since its chairman, Peter Einstein, was

Nickelodeon and Game One in Israel Udi Shapira, and Cosmo Spens, who was head of marketing at Cobalt Media.

The venture, formally called Gamestar TV, has the specific mission statement of gunning for the mainstream viewer rather than the hardcore niche, and has been working closely with the games industry in order to do this.

"We saw other channels out there and realised most of them attract only the hardcore niche of gamers," continued Shapira. "We want to show much more entertaining shows. We also understand that different gamers like different games, so we have a



GINX™

We saw other channels out there, and realised most of them attracted only the hardcore niche.

Udi Shapira, Ginx TV

"Ginx TV is the first international gaming channel. We want to entertain all sorts of gamers, including the mainstream," said managing director Udi Shapira.

formally the president of MTV Europe. The rest of the upper management is made up of Al Gosling, who founded the Extreme Sports channel, former director of programming at

special show for racing games which we call *Faster*, we have a show for shoot 'em up games we call *License To Kill a Lot*, and a show about sports games called *Knockout*. We are

working with all of the games publishers, and we are trying to create an honest picture of the gaming market, but we are independent in our thoughts."

Ginx TV: 020 7096 0469

NEWS

New development push for ever expanding Koch Media

The firm acquires first developer ● Ex-Rockstar Vienna studio to merge with Deep Silver

by Neil Long

KOCH MEDIA has swooped for Austrian-based studio Games That Matter as it looks to develop its own IP on next-generation formats.

The developer, created from former Rockstar Vienna staff,

push our reputation as an independent publisher. The former Rockstar Vienna team brings along the experience that is needed for building long-term, globally strong and successful video game brands."

Niki Laber, managing director of Games That Matter,

“Deep Silver Vienna will massively push our reputation as an independent publisher forward.”

Klemens Kundratitz, Koch

will now concentrate on the production of new brands and console titles.

“With the integration of Games That Matter, we enter a new era for Deep Silver,” said general manager of Koch Media Klemens Kundratitz. “Deep Silver Vienna will massively

added: “With Koch Media, we found a strong partner who excellently complements our long-time experience and our new and innovative business model. Now we can fully concentrate on our core competences.”

Koch Media: 08700 270



DEALS THAT MATTER: Laber, Managing Director of Games That Matter, says that the firm has found a strong partner in Koch Media

Focus Multimedia rules Britannica

UK RETAIL looks set to benefit from a clever cash boost this autumn – as Focus brings its latest edition of the Britannica Encyclopaedia to the market.

The *Encyclopaedia Britannica 2008 Ultimate DVD Rom* contains over 100,000 up-to-date articles on one disc at three age-related levels: for adults, ten to 14-year-old students and six to ten-year-old children.

Encyclopaedia Britannica's head of European consumer markets Lotta Farley said: “We have enjoyed a very successful partnership with Focus for over five years and I am delighted

that they will be extending their Britannica range by publishing our 2008 premium software titles. I am confident Focus will help us continue to increase our market share within the software reference market.”

MD of Focus Multimedia Craig Johnson added: “*Encyclopaedia Britannica* is the UK's best-selling encyclopaedia software, and I'm excited to be taking their hero products to market. The 2008 encyclopaedias are undoubtedly the best yet and perfectly complement our full price strategy ahead of peak.”

Focus: 01889 570156

[IN STOCK TODAY]

MotoGP'07

Publisher: THQ
Format: 360
Distributor: Advantage
Price: £44.99
Contact: 0121 506 9590



One of the most popular motorcycle sims of all time, THQ's update to last year's *Moto '06*, looks like it's shaping up to be a thrill a minute.

Not only has the publisher and developer Climax added in an engine-full of new tracks, but the title features all of the licensed riders, tracks and bikes from the current 2007 Moto GP season – which is sure to please hardcore petrolheads across the globe.

Each course is much busier than before, with helicopters and aeroplanes flying around – not to mention a host of varying weather conditions.

Up to 16 players at any one time are able to race in multiplayer mode over Live, in GP and Extreme mode. There's also the rather campy named 'pink slip racing', which allows gamers to gamble their bikes online.

[IN BRIEF]

CODEMASTERS: The Britsoft publisher will release *Operation Flashpoint 2: Dragon Rising* in 2008 on console and PC. The game was premiered at Leipzig Game Convention.

NINTENDO: The platform holder is to distribute Capcom's *Zack & Wiki: Quest For Barbaros' Treasure* in Europe. The title will be released on Wii on December 7th.

BBC WORLDWIDE: The Beeb's licensing arm – along with Ragdoll Productions – has selected Nice Tech to produce and develop an MMO children's virtual world.

THE COMPETITION COMMISSION: Nope, not Game or Gamestation, but Asda and Tesco. Both stores have been summoned to submit all emails, written correspondence and taped calls to the CC for a five-week period in June, during the height of their infamous 'price war'.

EA: The mega-publisher has shipped four games for the Mac: *Harry Potter and the Order of the Phoenix*, *Need For Speed: Carbon*, *Battlefield 2142* and *Command & Conquer 3: Tiberium Wars*.

2K GAMES: The firm will publish Gearbox Software's *Borderlands* for next-gen consoles and PC. The title is due out for Christmas 2008.

DARE TO BE DIGITAL: The winners of the three main prizes of the student development comp have been announced: Phoenix Seed with *Bear Go Home*, Carebox with *ClimbActic* and Voodoo Boogy with *Ragnarawk*. They will now fight it out for the new BAFTA One To Watch award.

KALYPSO MEDIA: The growing German publisher will release its flagship RTS title, *Theatre Of War*, on PC in October.

For news as it breaks point your browser to:
www.mcvuk.com

CAMPAIGN OF THE WEEK



PRINT ■ Disney has planned a wide-ranging campaign for the UK magazine set. Specialist games mags will be targeted - taking in multi-format titles including *GamesMaster* - to give the game exposure amongst a more hardcore audience. But the title's release on DS and the story's historical appeal have also encouraged Disney to place ads in general interest publications, such as *Dr Who Magazine* and *Jetix*.

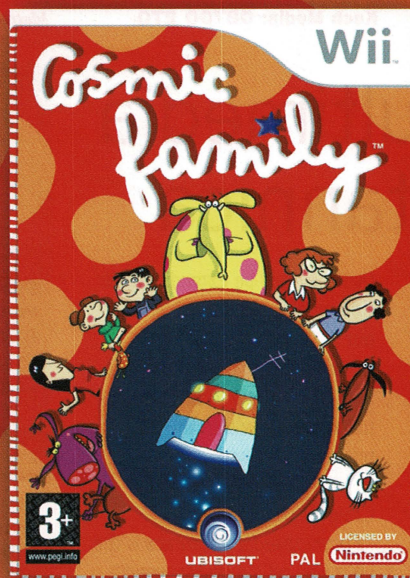
SAMPLING ■ Guerilla marketing can obviously work well for a company, but Disney is taking things one step further with *Anno*, in the guise of the frighteningly-named 'Commuter-jacking'. Costumed characters will be taken *Anno* onto the streets of London over a five-day period to give the promotion of the game that personal touch. The hulking marketeers will also appear on trains both in and out of the capital.

FORMAT: DS
RELEASED: TODAY
PUBLISHER: DISNEY
DISTRIBUTOR: CENTRESOFT
CONTACT: 0121 625 3388

Elsewhere, a demonstration pod has been set up in Gatwick's Virgin executive lounge to entertain empire-building business brains.

PR ■ The game has been picking up some impressive reviews, including 8/10 in *Edge*, which said '*Anno* is perfectly suited to DS'. It also received 82 per cent in *Official Nintendo Magazine* and 8/10 on *Eurogamer*. Shipwrecked star Ben Lunt has been recruited to help launch the game. The publisher picked him because he famously built many of the structures on the desert island in the Channel 4 show.

The first early-learning game entirely dedicated to kids for the Nintendo® Wii™



Out 31st August



UBISOFT

Order from **TRILOGY.COM**
0845 362 77 69

© 2007 Ubisoft Entertainment. All Rights Reserved. Cosmic Family, Ubisoft and the Ubisoft logo are trademarks of Ubisoft Entertainment in the US and/or other countries. The Nintendo Wii logo is a trademark of Nintendo.

A DRAGON BALL Z EXPERIENCE UNLIKE ANY OTHER!



**IN STORES
31ST AUGUST**



Follow Goku, Gohan, Piccolo and Vegeta in a unique Role-Playing Game combined with strategic card-based gameplay.

- Explore the huge DBZ world and live the intense Fights in the Faithful style of Akira Toriyama!
- Hundreds of unique powerful cards & combinations to discover each card has 512 possible combinations of action, power and guard!
- Enhance your character's skills and abilities through exciting mini-games!
- Engage in wireless battles with up to 4 players and share with your friends in the game sharing mode!



NINTENDO DS



For more information call

ADVANTAGE
INTERACTIVE ENTERTAINMENT DISTRIBUTION

on 0121 506 9592

or

ATARI

on 020 8222 9700

www.dbz-videogames.com

© Bird Studio/Shueisha, Toei Animation

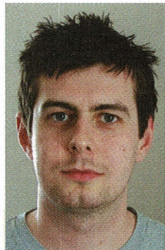
© 2007 NBGI

Published by NAMCO BANDAI Games Europe SAS

Distributed by Atari Europe SASU



NEWSANALYSIS



WHAT NOW FOR GAMESTATION?

The Competition Commission's investigation into GAME's £74m acquisition of main rival Gamestation has had industry tongues wagging over how the situation may unfold. We take a detailed look at what might happen next, with US colossus GameStop looming large...

NEIL LONG, EDITOR

IT WAS the biggest story to come out of games retail ever. On May 2nd, market leader GAME swooped for main rival Gamestation, sending its overall market share rocketing, as well as effectively blocking a move into the UK by US giant GameStop. The morning the deal went through, MCV spoke to GAME Group chief executive Lisa Morgan, and the obvious question was: isn't this getting dangerously close to becoming a games retail monopoly?

Morgan remained confident: "Blockbuster would not accept an offer that had any potential conditions attached to it," she said.

"We have taken considerable advice on this and we are confident and comfortable to proceed."

THE PLOT THICKENS...

The £74 million deal had already been completed, and the belief among many retailers was that it would stabilise the market. Without two major protagonists battling it out on price - and indeed without the entrance of a new threat like GameStop - it was hoped that that market would attain a less cut-throat approach.

But last week, all that was thrown into doubt.

So what now for Gamestation? If you ask GAME, you'll find that the



ACTION STATIONS: It's been a turbulent few years for Gamestation, and it seems the drama isn't over yet...

"We remain confident, and believe we have a very compelling case which demonstrates how the transaction will bring significant benefits to our customers, our market and

quizzed over the potential outcomes of this deal, it does, however, hint at how it might continue to grow its presence if the deal is to be scrapped.

"We have always been very clear about our international growth strategy, and this has not changed," added the spokesperson. "We are not looking at significant acquisitions at this time and are focused on integrating our recent acquisitions coupled with organic growth, in Europe and Australia. There are international regions which are natural growth prospects, such as Portugal as a natural extension from Spain."

So it seems there's no stopping GAME, even though that Gamestation deal has

“There might be particular areas of the country that could be of concern - stores might have to be sold off.”

**Rory Taylor,
Competition Commission**

leading specialist remains confident in the legitimacy of the deal.

"Whilst we are disappointed by this decision, we always knew that referral was a possibility," a GAME spokesperson told MCV.

the Group as a whole. We firmly believe that since the two brands appeal to different customer groups, we are preserving customer choice and competition."

And while, understandably, the retailer is guarded when

THE BIG THREE: THE STORY

AUGUST 2003

■ GameStop acquires Irish chain Gamesworld and makes its first moves into the UK/Eire

APRIL 2005

■ GameStop opens first UK store in Birmingham's Bullring shopping centre

NOVEMBER 2005

■ Gamestation put up for sale as parent company Blockbuster reveals intention to sell off 'non-core' businesses

JANUARY 2006

■ GameStop appoints new VP for Europe Niall Lawlor as pieces begin fall into place for expansion this side of the Atlantic - first reports of a potential swoop for Gamestation

SEPTEMBER 2006

■ Gamestation reveals £20m investment and plans to open 80 new stores at a defiant retailer conference

JANUARY 2007

■ GameStop snaps up Blockbuster-owned Rhino Games - could Gamestation be next on the shopping list?

MARCH 2007

■ GameStop plans up to 550 new stores in US and Europe after bumper financial statement

■ Wedbush Morgan's Michael Pachter also states that Gamestation will be sold by the end of the year - most probably to an actively acquisitive GameStop

NEWS ANALYSIS

been called into question. And this confidence is echoed by leading retail research firm Verdict.

"It comes as no real surprise that the OFT has referred GAME Group's acquisition of Gamestation to the Competition Commission," says the firm's games expert James Flower. "The two retailers are the only nationwide games consoles and software specialists and in most locations where Gamestation operates, a GAME store is close by. Though GAME targets the mass market and Gamestation is focused on core gamers, there is a significant crossover in their customer bases.

"But the merger of these two retailers will not necessarily mean reduced competition in the sector," he adds. "On the High Street, Woolworths, HMV and Virgin have all stepped up their efforts in the sector. Out-of-town, grocers have shown more interest in the sector and have begun to exert downward pressure on prices - particularly new release software - which has caused prices to fall across the sector. Furthermore the online

channel continues to build share of the sector with Amazon.co.uk and Play.com both trading successfully.

"All in all, the games console and software sector is as competitive as ever," adds Flower.

But there's always a 'but'. And it's a big but. One of the many areas the Competition Commission will investigate is how the deal will affect certain regions of the country.

"There might be particular areas of the country that would be of concern, so some of the stores they've acquired could have to be sold off," says Competition Commission spokesperson Rory Taylor. "One of the other things we look at is barriers to entry and potential new competition."

So it seems dominance in certain regions of the UK, alongside what might be seen as blocking a move by GameStop, could prove the stumbling blocks for GAME.

It still, potentially, means that retail outlets stores will be shut down or sold off. And that much-sought after market stability can no longer be considered a certainty.

SO FAR...

APRIL 2007

■ GAME profits treble in financial report after a difficult few years, as CEO Lisa Morgan reveals major European expansion plans to MCV

MAY 2007

■ GAME acquires Gamestation for £74 million
 ■ Shock move for main rival bolsters GAME's position significantly in UK market, as chatter begins about an OFT investigation
 ■ GAME later dismisses monopoly talk as Group CEO Morgan tells MCV: We have taken advice on this and we are comfortable to proceed."

JUNE 2007

■ Gamestation boss Michael Logue leaves for Asda, GAME CEO Lisa Morgan left "disappointed".
 ■ Defiant GameStop tells MCV of plans to open 200 extra stores in European territories. Europe is the biggest expansion driver, says GameStop vice chairman Dan DeMatteo

AUGUST 2007

■ OFT refers GAME/Gamestation deal to Competition Commission
 ■ GAME chairman Peter Lewis "disappointed", but remains confident that the deal will not be blocked
 ■ Competition Commission states that £74m deal could be reversed and GAME could be forced to sell to a rival

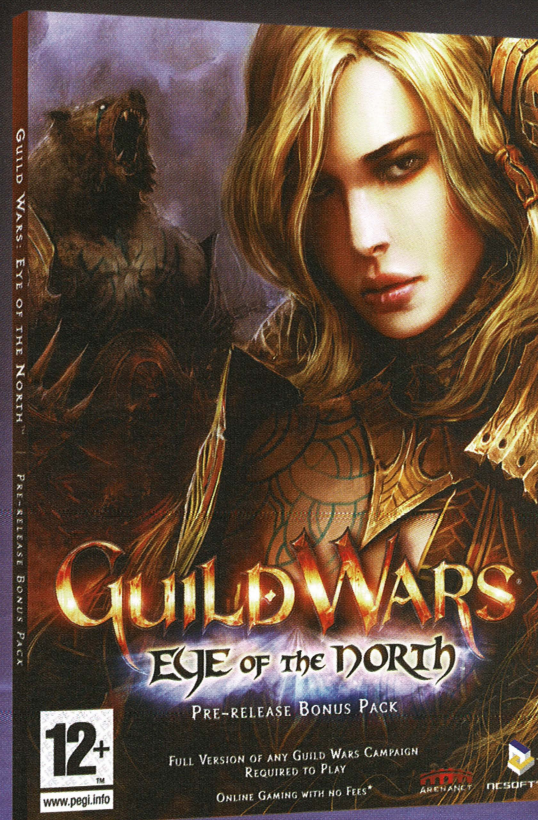
AUGUST 31st 2007

■ Deadline for interested parties to submit evidence for the Competition Commission's investigation

JANUARY 23rd 2008

■ Competition Commission verdict delivered in official report

TYRIA. NOW THE DANGER RUNS DEEP



EXCLUSIVE BONUSES

ACCESS THE SNEAK PEEK WEEKEND
 THREE EXCLUSIVE IN-GAME WEAPONS
 TRY ALL THREE GUILD WARS CAMPAIGNS

ORDER TODAY FROM
WWW.PLAYNC.COM/STORE/

EU.GUILDWARS.COM

ONLINE GAMING WITH NO FEES*

EXPANSION PACK. FULL VERSION OF ANY
 GUILD WARS CAMPAIGN REQUIRED TO PLAY.



*Requires product purchase and access to Internet. Player is responsible for all applicable Internet fees.

© 2005 - 2007 NCsoft Europe Ltd. All rights reserved. NCsoft, the interlocking NC logo, ArenaNet, Guild Wars, Guild Wars: Eye of the North and all associated logos and designs are trademarks or registered trademarks of NCsoft Corporation. All other trademarks or registered trademarks are property of their respective owners.

EIF '07 REVIEW

Pride of Scotland

Edinburgh is all over for another year – and members of the UK industry have gone back to their day jobs. Here, a very impressed **Steve Boxer** re-lives his EIF 2007...

THE WORLD of video games shows is currently in an unprecedented state of meltdown – it has somehow been decimated, by some invisible tsunami apparently of its own making.

This year's E3 was the first that I didn't attend since I went to the second ever LA expo – so I may have missed the first and the last E3s. I've spent this week in Leipzig; a prospect – at the time of writing – with all the appeal of a week-long visit to the dentist, except I didn't actually stay in a hotel which is within 20 miles of the show. But there is one oasis in this video games expo wilderness: Edinburgh.

THE BEST OF THE FEST(S)

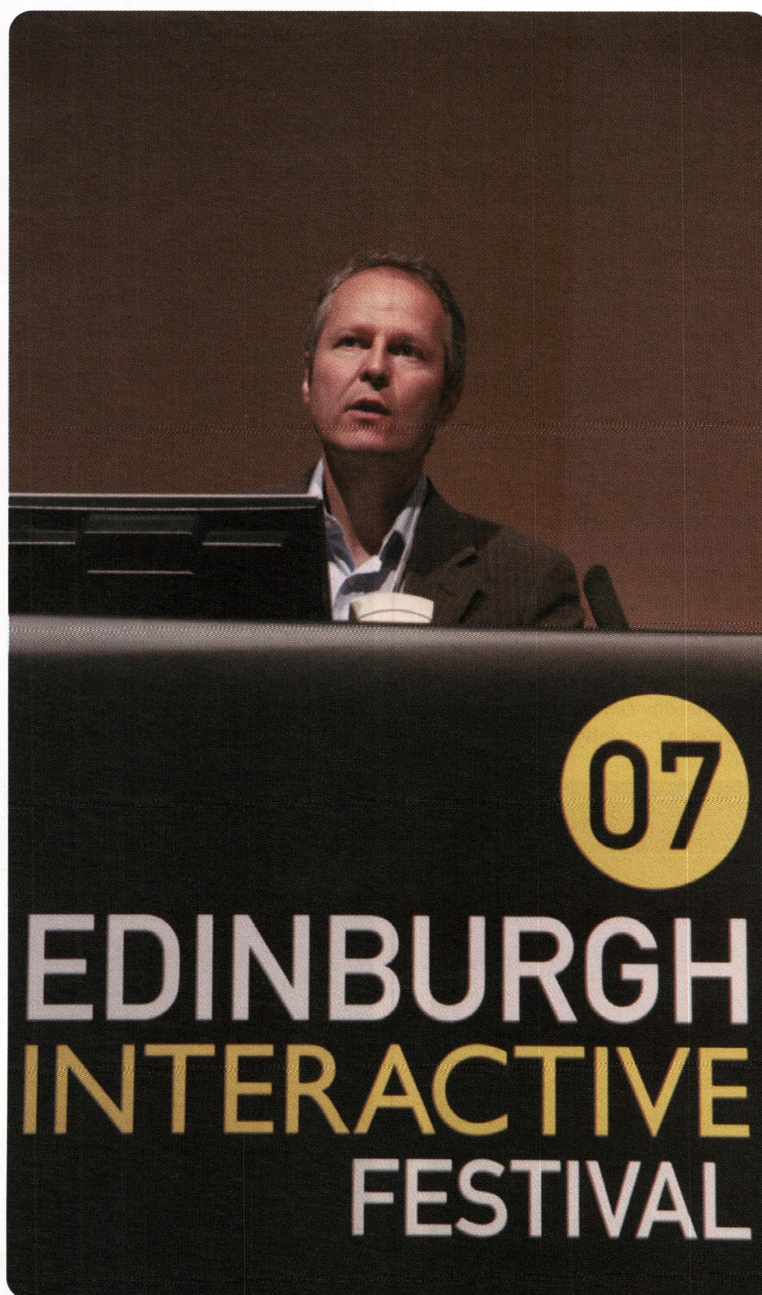
The concept behind EIF is immaculate. Something along the lines of: "Let's all go and explore the intersection between video games and popular culture in Edinburgh, while the Festival is on, so the city temporarily becomes the cultural centre of Scotland."

Not to mention party central.

Everybody wants an excuse to go up to Edinburgh and check out the Festival, but there's a hush-hush nature to EIF.

It's like an unspoilt island you don't want to tell your mates about, in case they'd tell all their mates and overrun it. Because of this, attendees seem to be unusually relaxed, open and unsullied by marketing people desperate to stop them revealing what they really think.

There are always some cracking panels and game demos at EIF. This year, Yves Guillemot's keynote got things off to a good start, with the Frenchman revealing something of a vision for Ubisoft, mixing triple-As with casual and social games, and causing some intakes of breath with his contention that the games industry will



ALL ABOUT YVES: *Ubisoft boss Guillemot kicked off Edinburgh with a typically entertaining, accessible speech*

grow by a whopping 50 per cent by 2010. Hilmar Petursson's talk about the rivalry between nationalities that emerged in *Eve Online* proved surprisingly droll, and Ian Livingstone's spotlight on video games characters was as urbane and entertaining as you would expect.

Tuesday saw Sony rather dominate proceedings, with something of a dream-team trio explaining the company's appropriation of Web 2.0 ideas for the first time as a group.

Elsewhere, Ninja Theory's making-of extravaganza detailing the virtual acting in *Heavenly Sword* (which has produced results that are simply stunning) was riveting, although it was a shame that prior commitments precluded the presence of Messrs Serkis and Berkoff.

But for me, the finest moments of Edinburgh 2007 entailed cosy, laid-back chats – with recording devices firmly switched off – with some of the many industry luminaries present.

Moments such as discussing *Broken Sword* for the DS, how game structures sometimes interfere with storytelling and how the national press still ghettoises games with Charles Cecil; or the Canadian developer brain-drain and the difficult gameplay of *Haze* with David Doak.

I only have two regrets: failing to capitalise on an impressively blagged VIP ticket for Alan Carr's Best of Edinburgh show due to spending too long in the bar next door; and missing an opportunity to bottle Simon Byron off stage – the poor lad always needs material for his Byronic Man column in *Develop*.

Actually, I've changed my mind: EIF 07 was crap – don't go next year. Just leave it to the select few of us who know what a little gem it is and wouldn't dream of missing it.



Steve Boxer is an experienced games industry journalist who regularly writes for *The Guardian*

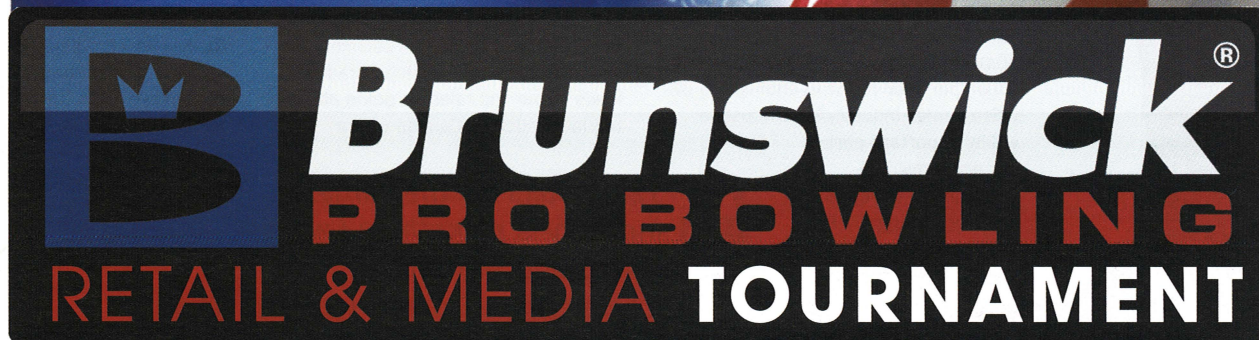
“EIF is an unspoilt island that you don't want to tell your mates about – in case they end up overrunning it.”

JOIN US...

505
GAMES & MCV

WOULD LIKE YOU TO JOIN THEM AT THE
BRUNSWICK PRO BOWLING RETAIL & MEDIA TOURNAMENT

Tuesday September 18th 2007

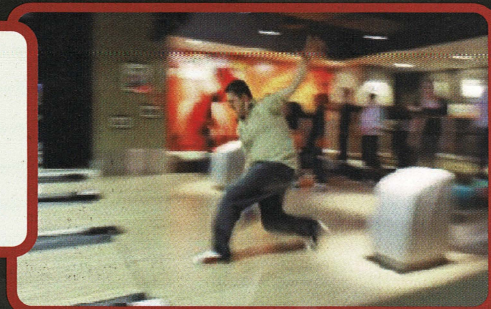


BIG PRIZES
UP FOR GRABS



All Star
+ LANES +

BAYSWATER, LONDON



TO REGISTER YOUR TEAM PLEASE CONTACT **MARK@BASTION.CO.UK.**

CONSERVATIVE: JEREMY HUNT

Playing political

TASK FORCE: The Conservative Party claims the changes to copyright protection proposed by its Creative Industries Task Force will benefit the video games industry



JEREMY HUNT MP

SHADOW SECRETARY OF STATE FOR CULTURE

How much importance do you place on the UK video games industry - both in terms of cultural impact and economic contribution?

As a successful part of our creative industries sector, employing nearly 30,000 people and contributing over £2 billion per year to the economy, the UK video games industry is obviously a vitally important part of our economy. The Government needs to do all it can to support the video games sector and allow it to flourish.

I would, however, place equal weight on the cultural influence that games can have. As children and young people make up a significant proportion of video game users it is important for the industry to act in a responsible and sensitive way. Issues involving content have largely focused on the negative aspects associated with games. The arguments around *Resistance: Fall of Man* and Manchester Cathedral being the most recent example. The industry needs to accept it has a duty to act responsibly when it comes to appropriate content and politicians and the media needs to realise that the industry can have a positive impact on young people's lives.

What, in broad terms, would a Conservative Government do differently on the following issues:
● Funding for the general industry - particularly development studios

One of the greatest threats facing the UK industry at present is certainly the shortage of suitably trained graduates. Much of our top talent is going abroad to places such as Canada where

“Tax breaks for the games industry is something I will be discussing with the Conservative Treasury team. Jeremy Hunt, Conservatives

companies are offered incentives and tax breaks. This 'brain drain' is certainly affecting the competitiveness of our industry as until recently we were the third largest global games producer.

Tax breaks for the games industry, similar to those experienced by the film industry, could go some way to remedying this situation and this is something I will be discussing with my colleagues in the

Conservative Treasury team. However, given the current financial climate we will not be committing to such measures just yet. I would prefer to look at alternative methods of increasing the industry's competitiveness in order to attract greater levels of private investment.

A number of our policy groups will be making proposals that could benefit our computer games industry. John Redwood's Economic Competitiveness Group has looked at ways to reduce the regulatory burden on all companies and our Small Business Task Force's final report is due in September. Both of these are likely to contain proposals that would benefit the UK's economy in general and the UK's computer games industry specifically. In addition I am in the process of putting together a Creative Industries Taskforce which will look into this issue in more detail.

● Copyright protection for games

As David Cameron has previously stated, the Government needs to do more to establish a more robust intellectual property framework in order to adequately protect our creative industries and to encourage innovation and investment. The Conservative Party was disappointed with the Gower's Review which did nothing more than suggest slight changes at the margins. We believe more fundamental change is needed to create a framework that is both flexible and accessible. I am sure that our Creative Industries Task Force will consider changes to the law that would benefit the computer games industry.

“● Unsuitable material falling into the hands of minors and the banning of 'ultra-violent' games

I believe that it is time for the games industry to act in a responsible and sensitive way and play their part in the prevention of unsuitable material falling into the hands of children. It is essential that manufacturers take seriously the messages sent out by violent and increasingly life-like video games and I believe that most currently do so.

● Games culture in the personal/social development of the young

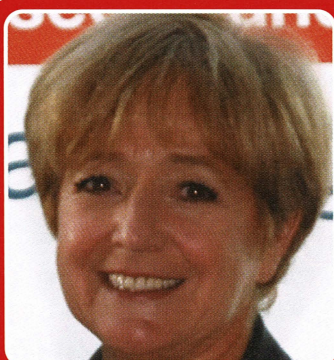
I think that the games industry and games culture can play a very positive role in the development of young people. I have read with great interest about the UK's first ever 'games academy' that has been created by three universities in collaboration with leading companies in the industry. This will not only have a positive effect on youngsters as they will be offered scholarships and work experience, but also the industry, who will be able to benefit from highly trained new employees.

CONSERVATIVE

LABOUR: MARGARET HODGE

games

With a general election looming, both David Cameron and Gordon Brown are making moves to woo our industry, with talk of further financial and protective perks for UK games companies. Here, Cabinet member Margaret Hodge MP and her Conservative opponent, Jeremy Hunt MP, outline their party's vision. **Tim Ingham** and **Andrew Wooden** ask the questions...



MARGARET HODGE MP

MINISTER FOR CULTURE, CREATIVE INDUSTRIES AND TOURISM

How has the Government's attitude to video games changed in the last five years?

I wouldn't say our attitude has changed, but we have definitely begun to more fully recognise and articulate the contribution of video games to the UK economy as a whole. The two sponsoring Government departments, DBERR and DCMS both recognise the importance and potential of the sector. The latest figures we have, for 2004, show that the games market made a positive

contributions for collaborative R & D funding through which a number of games companies have won substantial grant support. We are investing heavily in supporting skills development particularly through the sector skills councils and UKTI has in recent years concentrated closely on the games sector with, for example, missions and events around trade shows. Additionally of course, several of the Regional Development Agencies offer targeted support for games companies in their regions. The Creative Economy Programme is exploring how the Government can support the creative industries in general. This will examine market drivers such as skills, innovation and competition. The video games industry is a significant sector within this work.

Has there been any more discussion on the 'academy for games' which has been hinted at in the past?

Education and skills are key to the Creative Economy Programme. As a Government we need to listen to and work with the industry to identify the best use of resources. This could include encouraging existing institutions to work more closely with industry or it could involve creating new ones - or

Since there has been concern that UK games developers are suffering from a 'brain drain', involving them leaving for overseas where the tax breaks are more favourable, would the Government consider making tax concessions to games developers in order to keep the talent in the UK?

Of course we want to do what we can to sustain and grow the video games industry in the UK; it is a success story for Britain and we want to nurture that success. As part of the Creative Economy Programme, we are keeping the global competitive environment under close review.

What would you say is the biggest problem facing the UK video game industry at the moment?

There are many strong opportunities and many visible challenges facing the UK video games industry. Whilst globalisation offers new markets, it also means greater competition. Similarly digitisation offers opportunities for tens of millions of potential new customers, but it also introduces the problem of protecting Intellectual Property Rights effectively.

And of course maintaining the competitive advantage we enjoy with our highly skilled, innovative and creative workforce presents a challenge to the education and training sector as well as to the industry itself.

SUCCESS STORY: Labour claims the video games industry is a success story for Britain, and that it wants to nurture this success with the Creative Economy Programme

“ We have begun to more fully recognise and articulate the contribution of video games to the UK economy. ”

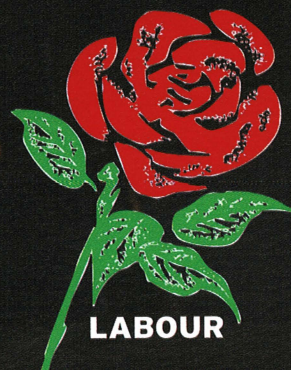
Margaret Hodge, Labour

contribution to the UK trade balance of £280m and in 2005, contributed 30 per cent to the UK's media exports. Games also make a cultural contribution to the UK and though a few still attract the wrong kind of attention in the media, it is our job to help the industry demonstrate that the overwhelming majority behave responsibly and make a positive contribution.

Does the DCMS have any concrete plans to support the UK games industry further in the near future?

Government already helps games companies through the various generic business support measures (such as the R & D tax credits) and programmes such as our

both. There have been various calls for different kinds of video games academies and we are listening very carefully and taking views from all sections of the industry.



LABOUR



**“A TRIUMPH...
NOTHING SHORT OF BRILLIANT”** PSM3

**“...MISSING OUT ON DIRT
IS A CRIME AGAINST GAMES”** Official Xbox 360

**“...COLIN MCRAE: DIRT DOES EVERYTHING RIGHT
...MORE POLISHED THAN MOTORSTORM ON THE PS3
...MORE CHALLENGING THAN RIDGE RACER 7.
PETROLHEADS SHOULD REJOICE”** The Sunday Times ★★★★★

MARKETING SUMMARY

- TV – 20 second ad, 1250 spots on SkySports, Sky 1, 2, 3, FX and Sci-fi
- 6 week online campaign on key specialist and mens lifestyle sites, reaching 2.8M
- Digital Escalator panels in 5 London Underground stations over 2 weeks reaching 1.7M
- Specialist press advertising



INDEPENDENT RETAILERS CALL
CENTRESOFT ON: 0121 625 3883

CHANNEL GAMES

www.gamespos.com



PLAYSTATION®3

colin mcrae™

DiRT™

COMING TO

PLAYSTATION®3

14TH SEPTEMBER

XB360 & PC OUT NOW



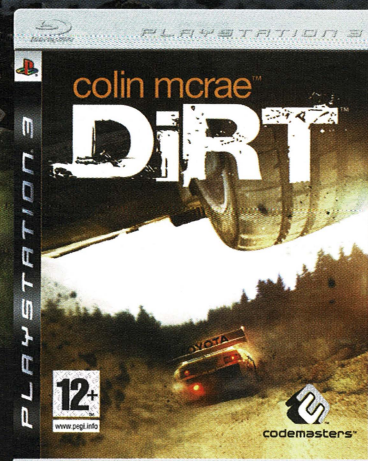
Adrenaline



Extreme



Damage



It's about getting off road,
being the fastest and staying in control.
That's the spirit of DiRT™.

www.codemasters.co.uk/dirt



codemasters™

the FIA or any related company. Developed and published by Codemasters. "D.", "PLAYSTATION" and "PS3" are trademarks or registered trademarks of Sony Computer Entertainment Inc. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies.

MEDIA SPECIAL: ABC ANALYSIS

Media darlings

Following the latest round of ABC figure announcements, **Neil Long** speaks to the three key games magazine bosses, namely Robert Price, Damian Butt and Tarik Alozdi...

EVERY six months, games magazine publishers get the chance to peer over at their rivals to see exactly how they're doing. And maybe gloat a little bit.

And from this year's crop, the rises and falls inherent in the industry have clearly had quite an affect on circulation. While every publisher tends to go through the same peaks and troughs, it is a real test of a magazine's popularity to defy the declines and capitalise on increasing popularity.

Take the difference between the PlayStation magazines and their Xbox counterparts. Microsoft's strength in the core gamer market, combined with a consistently rich seam of big name releases, have contributed to by far the healthiest set of figures – while for the market-leading PlayStation brand, the opposite is true.

that. It's really pleasing to see," he tells *MCV*. "The games market is hard to predict, but the momentum that DS and Wii are getting will continue to grow those Nintendo titles, and with Xbox 360 we still have good times ahead of us, so I feel pretty confident. In the medium term, it depends on the software flow which does looks good."

And it is that tricky end-of-lifecycle effect, rather than the quality of Future's magazines, that Price insists is the over-riding trend causing a drop in the PlayStation market.

"You've clearly got a major transition affect with the PlayStation magazines, but I think you'll start to see PS3 really motor on into the Autumn season now. I don't think it would have been fair to ABC the new PlayStation 3 mag given that we haven't got a settled product,

“ *There's a maturing in the market for Nintendo and 360... but you'll start to see PS3 motor into autumn.* ”

Robert Price, Future

Although PS2 continues to perform well with mass-market titles like *SingStar* and *Buzz*, releases for enthusiasts have been a little thin on the ground, giving core gamers fewer reasons to pick up a specialist magazine from the newstands. Add to this a recently-launched PS3, which has yet to truly hit top gear, and it paints a heavily contrasting set of fortunes.

Alongside 360, the other main beneficiary this time around has been Nintendo, with DS still selling by the bucketload and Wii still in high demand. Given such mixed fortunes, Future managing director Robert Price offers a pragmatic view of the current magazine market: "First there is obviously a maturing in the market for Nintendo and 360, and we've seen the benefit of

but on PlayStation in general there's nothing surprising there. If you look at the release schedule for Autumn there's a lot to look forward to. We can be confident of a good performance in that market going forward."

While consoles are clearly prone to peaks and troughs, the ever-popular PC market cannot claim the same kind of turbulence – yet both *PC Zone* and *PC Gamer* are down in the latest figures. Price cites a different reason for this decline: "I think on our PC titles the digital affect is more profound – I think PC gamers naturally tend to adopt online media quicker than other markets," he adds.

One publisher reaping the rewards this time around is Uncooked Media. Its tri-weekly title *360 Gamer* is currently



PRICE: "If you take the total package, this set of ABCs has been very positive"

riding high on the crest of an ever-increasing 360 user base, and the firm's sales and marketing manager Tarik Alozdi is confident of more expansion ahead. "You can understand why we're pleased with this ABC; yet again we have seen another rise in the ABC figure, this time by 18 per cent, bringing it to 12,586. And you have to remember that we're putting away that amount of sales every three weeks – in monthly terms that's over 18,000."

While it seems the 360 market is ripe for the taking, Uncooked is keen to pick and choose its battles carefully – hence

MEDIA SPECIAL: ABC ANALYSIS



BUTT (above left): "At the moment clearly the Xbox market is the star"
ALOZDI (above right): "You can understand why we're pleased with this ABC; yet again we have seen a rise"



a clear sense of caution when it comes to launching more magazines. "Whilst we feel we could publish great print magazines for the PS3 and Wii sectors, overcrowding keeps us sceptical," adds Alozdi. "We have seen print magazines in both PlayStation 3 and Wii markets struggle with sub-10,000 sales."

It's a similar story over at Imagine Publishing, which has seen a rise on *X360* and a small decline on *360*, while the overall decline continues on PlayStation.

"At the moment clearly the Xbox market is the star," says Imagine managing director Damien Butt. "All the games and excitement is there and the hardware's flying. We're really pleased

with *X360* – we've invested a lot in that magazine and the market is going the right way as well.

"It's no surprise that we've seen drops on the PlayStation mags – the price of the hardware and the amount of software out there on PS3 at the moment isn't quite there yet. I don't think it has truly captured the public's imagination."

And while there's a long way to go with PS3, Butt cannot see the market ever returning to the huge successes of a few years ago.

"PS3 so far has failed to bring back the good times. We're confident that the market will come back, but I don't think

it'll ever get those glory days back. It will come back in time, but will never reach the same levels of success we saw when PS2 was at its peak."

Despite some struggles, it seems that the industry's more recent successes will be revealed through the ABCs in six months' time, when a market boasting a storming DS and all three next-gen consoles can reap the rewards.

"If you take the total package, with the transition coming to an end and including online, this set of ABCs has been very positive," adds Future's Robert Price. "We can all be happy that we've got more gamers' attention now than at any point in our history."

MEDIA SPECIAL: CIRCULATION UPDATE

ABCs at a glance

Last week's ABCs provided a handy snapshot of the games mag market - here they all are at a glance...

SONY PLAYSTATION	EDITOR/ EDITOR-IN-CHIEF	AD MANAGER	PUBLISHER	TELEPHONE	ABC	CHANGE
PSU3	Kieth Hennessy	James Hanslip	Imagine Publishing	01202 586200	**	N/A
Official PlayStation 2	Nick Ellis	Lara Bakshi	Future Publishing	01225 442244	44,182	▼
Official PlayStation Special Edition	Ian Dean	Lara Bakshi	Future Publishing	01225 442244	20,056*	N/A
Play	Nick Jones	James Hanslip	Imagine Publishing	01202 586200	29,086*	N/A
Powerstation	Ryan Butt	James Hanslip	Imagine Publishing	01202 586200	15,171*	N/A
PSM3	Dan Dawkins	Lara Bakshi	Future Publishing	01225 442244	24,121	▼
PSW	Ian Dean	Lara Bakshi	Future Publishing	01225 4422 2136	17,132	▼
Pure	Marc Powell	John Craven	Evolve Media	01932 491500	***	N/A
XBOX	EDITOR/ EDITOR-IN-CHIEF	AD MANAGER	PUBLISHER	TELEPHONE	ABC	CHANGE
360	Mike Richardson	James Hanslip	Imagine Publishing	01202 586200	12,017	▼
360 Gamer	Stu Taylor	Rob Cox	Uncooked Media	01202 606385	12,586	▲
Official Xbox 360 Magazine	Stephen Brown	Marie Longstaff	Future Publishing	01225 442244	65,673	▲
X360	Russell Bandes	James Hanslip	Imagine Publishing	01202 586200	30,179	▲
Xbox World 360	Tim Weaver	Marie Longstaff	Future Publishing	01225 442244	30,296	▲
NINTENDO	EDITOR/ EDITOR-IN-CHIEF	AD MANAGER	PUBLISHER	TELEPHONE	ABC	CHANGE
N Gamer	Mark Green	Marie Longstaff	Future Publishing	01225 442244	**	N/A
N*Revolution	Andy Dyer	Felicity Mead	Imagine Publishing	01202 586200	**	New
Official Nintendo Magazine	Chandra Nair	Marie Longstaff	Future Publishing	01225 442244	47,925	▲
PC/MAC	EDITOR/ EDITOR-IN-CHIEF	AD MANAGER	PUBLISHER	TELEPHONE	ABC	CHANGE
Computer Active	Dylan Armbrush	Robert Beckman	Incisive Media/VNU	020 7316 9000	216,031	N/A
Custom PC	Gareth Ogden	Ben Topp	Dennis Publishing	020 79076000	22,254	N/A
Linux Format	Nick Veitch	Steve Grigg	Future Publishing	01225 442244	25,883	N/A
MacFormat	Graham Barlow	Steve Grigg	Future Publishing	01225 442244	21,435	▲
Mac User	Nick Rawlinson	Paul Raynor	Dennis Publishing	020 79076000	16,001*	N/A
Official Windows XP	John Hicks	Steve Grigg	Future Publishing	01225 442244	36,437*	N/A
PC Answers	Simon Pickstock	Steve Grigg	Future Publishing	01225 442244	22,350*	N/A
PC Format	Adam Ifans	Steve Grigg	Future Publishing	01225 442244	28,314	▼
PC Gamer	Ross Atherton	Dudley Rochelle	Future Publishing	01225 442244	41,599	▼
PC Plus	Ian Robson	Steve Grigg	Future Publishing	01225 442244	31,198	N/A
PC Pro	Tim Danton	Paul Raynor	Dennis Publishing	020 79076000	90,407	N/A
PC Zone	Jamie Sefton	Dudley Rochelle	Future Publishing	01225 442244	24,385	▼
Official Microsoft Vista	Paul Douglas	Steve Grigg	Future Publishing	01225 442244	38,524	NEW
MULTI-FORMAT	EDITOR/ EDITOR-IN-CHIEF	AD MANAGER	PUBLISHER	TELEPHONE	ABC	CHANGE
Edge	Tony Mott	Dudley Rochelle	Future Publishing	01225 442244	30,021	▼
Games Master	Robin Always	Dudley Rochelle	Future Publishing	01225 442244	47,719	▼
GamesTM	Rick Porter	James Hanslip	Imagine Publishing	01202 586200	20,370*	N/A
Retro Gamer	Darran Jones	James Hanslip	Imagine Publishing	01202 586200	***	NEW

Jan 1st 2007 to June 30th 2007 unless otherwise stated * Annual ABC figures June 30th 2006 - Dec 31st 2006
 ** Recently acquired or recently launched title yet to post an ABC *** Title has chosen not to ABC at this time



ABC: 12,586* – EVERY 3 WEEKS

- OVER 18,000 COPY SALES PER MONTH
- 148 PAGES, £2.99
- CONSTANTLY BREAKS NEWS QUICKER
- STILL THE BEST VALUE IN THE SECTOR

Advertisers contact Rob Cox, 01202 606390
rob@uncookedmedia.com for more info

Retailers contact WWMD, 0121 788 3112

ABC

*18.4% Growth period on period! Stats provided by

145,657 MONTHLY UNIQUE VISITORS* UK based visitors, July 2007



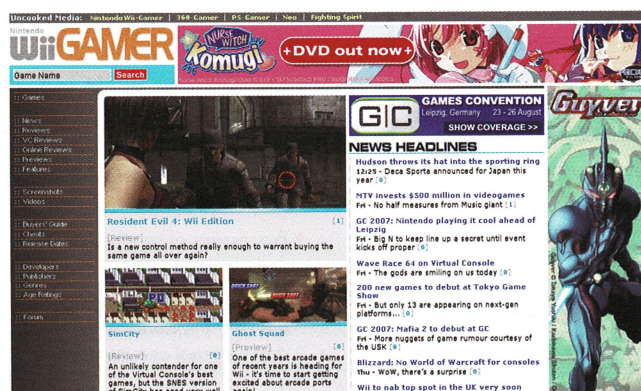
360-Gamer.com

Born from the print magazine, 360-gamer.com has developed into a valuable advertising medium in its own right, providing readers of 360 GAMER magazine and new web readers alike with daily Xbox 360 news, reviews, and previews.



NintendoWii-Gamer.com

Completing the set, NintendoWii-Gamer.com focuses on Nintendo's hugely successful Wii platform, delivering daily news content as well as providing movies, screenshots, previews and definitive reviews of both retail titles and classic games available to download from the Wii's bulging Virtual Console.



PS-Gamer.com

Following 360-Gamer.com's lead, PS-Gamer.com serves PlayStation 3 content daily – most notably reviews that use exclusive video content to aptly demonstrate points discussed within. In addition, PS-Gamer.com boasts a wealth of the finest quality, un-watermarked screenshot captures of PS3 games.

Editorial: Jay Filmer
01202 589544
jay@uncookedmedia.com

Advertising: Tarik Alozdi
01202 606389
tarik@uncookedmedia.com

*132% Growth since January 2007! Stats provided by

Google Analytics

QUALITY COLDCUTS FROM UNCOOKED MEDIA

UNCOOKED

MEDIA

PERSONNEL

CDV takes on a new COO

CDV takes on former Intel man Peters ● Pocket Gamer's Owain Bennallack leaves as the firm undertakes a staff shake-up ● Gameshadow starts a recruitment drive with the appointment of Chippington and Edwards



CDV ■ The German publisher has appointed **ARNE PETERS** to its executive board as chief operating officer. Peters has worked for chip manufacturing giant Intel

for the last three years, where as well as being in charge of strategic alignment and activities across its European consumer software branch, he was also responsible for its entire games sector - liaising with numerous developers and publishers. Prior to working for Intel he held positions at Atari and Nintendo.

GAMESHADOW ■ The firm has initiated a recruitment drive following the completion of its recent funding round. **STEVE CHIPPINGTON** has joined as marketing director and **PAUL EDWARDS** is hired as eCommerce executive.

Chippington was previously at Sky and Universal as well as a number of mobile and web specialists. Edwards will be responsible for developing

direct relationships with publishers, developers, and eCommerce partners.



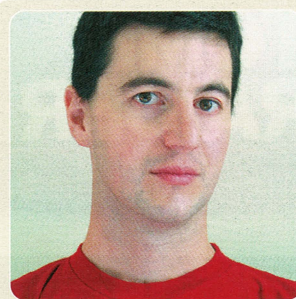
VIVENDI GAMES ■ **XOCHITL BALZOLA-WIDMANN**

has been promoted to the position of executive vice president

and general manager of its European retail business. In her new role she will be in charge of retail growth across the European region. **PASCAL BROCHIER**, president for global retail at Vivendi, said: "We're thrilled to have Xochitl lead the charge for Vivendi Games throughout Europe and

we are confident that positioning the European organisation under a single management structure enables the team to best capitalise on both current and future business opportunities. She has extensive knowledge of both the games industry and the European marketplace - both of which are critical to the firm's on-going success."

ENTERTAINMENT UK ■ The distributor has taken on **ROB SALTER** as sales and marketing director. Prior to this, Salter spent two years at Blueprint Digital, was group vice president for Wal-Mart Global Sourcing and managing director at Handleman UK. He began his career at Woolworths in 1982 as a management trainee.



POCKET GAMER ■ **OWAIN BENNALLACK** has left the site to pursue other interests. As part of a wider reorganisation, ex-*Games Master* deputy editor **KATH BRICE** takes the role of mobile editor, ex-*Edge* editor **JOAO SANCHES** becomes editorial director and **ROB HEARN** will handle the firm's Vodafone and Samsung syndication deals.

datascope RECRUITMENT

We are the market leader in recruitment for the interactive entertainment industries. Our position has been won through 14 years of high quality service to clients and candidates. We are based in the heart of London, with an office in Chicago, USA.

Star Job

UK Marketing Manager £50k + bonus and benefits South East

This premier publisher, marketer & developer of proprietary and licensed video game software is urgently seeking a dynamic Marketing Manager. Reporting directly to the UK Marketing Director, the UK Marketing Manager will play a vital role within the business, managing the UK Product Marketing team and budget on a day-to-day basis. Graduate calibre with solid marketing experience and a proven track record in the video game industry, the UK Marketing Manager will be a natural leader, will have succeeded at product manager level and demonstrated a high level of knowledge and understanding of the core gaming, licensed and kids/family sectors.

Sales Vacancies

Sales Director	£50k + OTE	Hertfordshire
Senior National Account Mgr	£DoE	London
Business Development Manager	£Neg	London
Sales Support Manager	£33k	London
Export Manager	£Negotiable	London

Marketing & PR Vacancies

Business Partnership Manager	£45k	London
Online Marketing Manager	£40k,	London
Prod Manager UK and Ireland	£35	South East
Mobile Product Manager	£DoE	London
Snr Brand Manager - Temp	£Neg	London
Marketing Manager	£35k	Hertfordshire



contact: Steve - smgames@datascope.co.uk



Winners 2005

our expertise: your development

datascope - recruitment specialists for interactive entertainment

London +44 (0)20 7580 6018
Chicago +1 312 940 5184

www.Datascope.co.uk
www.DatascopeUSA.com

Rapidly expanding next gen games publisher **Rising Star Games** is looking to add to its vibrant team with the appointment of a **Production Controller**



Rising Star Games

A key role in the company is the on-time and to-budget management of assets required for the production of our title line up through autumn 2007 and into 2008 along with management of inventory for exiting and back catalogue titles.

Responsibilities would include:

- Management of all required game artwork and print plus the electronic asset submissions process to platform holders
- Processing of production orders and payments
- Management of shipping and delivery information - internal and external communication
- Tracking and management of inventory levels at warehouse and with distribution partners
- Raising of mint and faulty returns requests

The successful applicant will have good organisational and communication skills and will have had some experience of an operations role. The successful candidate will report directly to the managing director.

Please apply in confidence either in writing or via e-mail before September 21st to:

Martin Defries Managing Director

Rising Star Games Limited 960 Capability Green Luton LU1 3PE

E-mail: martin.defries@risingstargames.com

www.risingstargames.com

MCV  **XBOX 360**

INDUSTRY PUB QUIZ

WHO WILL
WIN?

Microsoft
ACTIVISION.

CAPCOM

GEM
ESCC's Official Channel

GHOSTLIGHT

KOCH MEDIA

KONAMI

Nintendo

SEGA

vivendi
GAMES

amazon.co.uk
and you're done.

gamestation

GAME

COMET
comet.co.uk

TESCO

PC WORLD
The Computer Superstore

ENTERTAINMENT

THE Sun

DAILY STAR

THE INDEPENDENT

Future
MEDIA WITH A FUTURE

XLEAGUE.TV



Wednesday September 5TH

SOLD

OUT

BOOK NOW!

Wednesday November 14TH

Tables and sponsorship available

Contact dave.roberts@intentmedia.co.uk for more details

GEM
ESCC's Official Channel

ACTIVISION. **KOCH MEDIA**

SEGA

Nintendo

UBISOFT

vivendi
GAMES

PES 6
PRO EVOLUTION SOCCER

CAPCOM

Venue

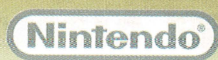
SOHO REVUE BAR

11 Walker's Court
Brewer Street
• Soho •

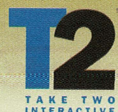
gamesmediaawards

Thursday October 11th 2007 • Soho Revue Bar

GOLD SPONSORS



XBOX 360



TAKE TWO
INTERACTIVE

vivendi
GAMES

SILVER SPONSORS



KOCH MEDIA

RETAIL ONLY

This week's essential guide for everyone in the retail community presents John Woo's hotly anticipated shooter, while Heroes of Mana arrives on the DS, plus Sam and Max make a return...

JOHN WOO PRESENTS STRANGLEHOLD



OUT: **September 7th**

ALSO THIS WEEK:

HEROES OF MANA P30

Square Enix brings its World of Mana universe to the real time strategy genre on the DS

MASTERTRONIC RANGE P32

Prince of Persia Warrior Within, Champ Man 5, Just Cause, Rogue Trooper and Maelstrom bolster the firm's catalogue

SAM AND MAX P30

Six downloadable games have been culminated into a box product, thanks to JoWood

NEW RELEASES P35

All the forthcoming titles listed and dated

HIGH STREET P36

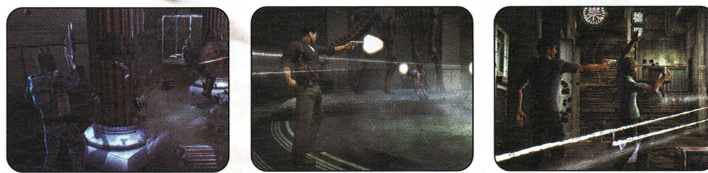
Your regular pricing, indie chart, retail opinion and point of sale information

RECOMMENDED





RELEASED: SEPTEMBER 7
FORMATS: 360/PC (PS3, SEPT TBC)
PUBLISHER: MIDWAY
DEVELOPER: MIDWAY
PRICE: £49.99/£34.99
DISTRIBUTOR: TRILOGY
CONTACT: 0845 4566 400



BULLETPROOF: Chow Yun Fat reprises his role as Inspector Tequila in John Woo's *Stranglehold*

JOHN WOO PRESENTS STRANGLEHOLD

Midway's epic action shooter has required years of development – but it certainly looks like it's been worth the wait. **Tim Ingham** knocks back a shot of Tequila...

ANYONE who remembers John Woo's *Face/Off* knows that the Chinese director has something of a penchant for the explosively ridiculous.

Which is just as well, considering that the movie-going male tribe that adores his work are pretty big fans of deafening detonations and testosterone-fuelled macho feats.

And considering that much of this sizeable mob of pumped-up cinema fans often return home from their Woo vigil to pound their PlayStation or thrash their 360s, Midway has good reason to believe that it has a runaway hit on its hands with Woo's first attempt at 'directing' interactive entertainment – *Stranglehold*.

"*Stranglehold* will allow people to actually be Tequila, taking out enemies using dual-wielding weapons and bringing together heart-stopping stunts, vehicle-to-vehicle combat and fluid, seamless gunplay to create an interactive Hong Kong action film experience," Woo tells MCV.

GOING GREAT GUNS

The master camera-botherer says that there is still a sizeable, hardcore fanbase that loves *Hard Boiled*, who have been counting the minutes until the second in the series appeared:

"The continued interest in this story is very gratifying – it's like connecting with

the most popular download on Xbox Live in its first week.

"Put simply, our main goal for this year is to increase our market share in PAL territories," explains Midway's European MD Martin Spiess.

"*Stranglehold* is absolutely stunning. It's incredible to witness first-hand how this unique combination of creativity, cutting-edge gameplay and Hollywood input has come together to create a true benchmark in high-action gaming."

The jewel in *Stranglehold*'s gunpowder-sprinkled crown is its deployment of the impressive Massive D physics engine, which according to Midway lets players 'carve their own realistic path of destruction'.

HOW TO WOO THE MARKET

Midway's marketing campaign for *Stranglehold* is as epic as John Woo's panoramic dreams. On TV, the publisher has booked primetime slots on Channel 4, E4, Bravo, E4, Paramount, MTV, ITV2, ITV4, UKTV and G2 from September 6th for three weeks, focusing on the evenings before key shopping days on and offline.

In print, there will be a DPS campaign across all of the specialist press from the end of August until end of October, as well as eye-catching ads in both specialist and movie press such as *Total Film* and *Empire*.

Front covers on *Official Xbox 360 Magazine* and *Official PlayStation 3 magazine* will also be supported with extensive advertising and competitions post-launch. Midway says it expects an average review score of 9/10.

Online, Midway will work with Tiscali, as well as *Eurogamer* on a groundbreaking webcast launch event the night before release, in France, Germany and the UK.

The publisher's online campaign alone will target 300 million consumers.



Stranglehold is absolutely stunning. This is set to be a true benchmark in high-action gaming.

Martin Spiess, Midway



MCV is pretty sure that you know the premise of the title already – thanks to the US publisher's colossal trade and mainstream marketing machine – but here's a quick reminder:

One of Woo's pre-*Face/Off* action gems was 1992's *Hard Boiled*, in which martial arts genius and all-round action hero Chow Yun Fat took up the role of Inspector Tequila.

The film still enjoys a cult following, so Woo decided to finally create a sequel – released 15 years later.

But instead of gracing the silver screen, Woo has taken the story to PS3, 360 and PC – and has been backed by the biggest development investment in Midway's history.

an old friend. In fact, exploring the story today opens up new possibilities. Whether that is through film or through the game only allows me more flexibility in exploring the world.

"In the story, the character of Tequila is fixed. The story is the same every time you watch it. A video game allows the player to become the director. No matter how much we can do with action in movies, we are somewhat limited. In video games, the action is unlimited."

And it's *Stranglehold*'s unlimited action that Midway will be pushing with its colossal promotional campaign. And early indicators are that the firm has good reason to harbour confidence – with the *Stranglehold* demo becoming



Which means that by the time gamers finish blowing away a room, it will have more bullet holes than a picture of Osama Bin Laden at an Alabama firing range.

This nifty innovation, combined with beautiful graphics, Hollywood-esque production and use of both Epic's Unreal 3.0 engine and the Havok physics system leave *Stranglehold* in a great position to shoot up the charts next month.

RECOMMENDED

SQUARE ENIX



This latest title set in the World of Mana takes the RPG series to the real time strategy arena for the first time. **David McCarthy** remembers his manas...

HEROES OF MANA is set in the World of Mana, a firm fan favourite ever since the first game appeared on the Game Boy in 1991. Unlike all the other games in the series, *Heroes of Mana* will be taking the classic RPG series into RTS territory. In fact, Square Enix is going so far as to call it a 'Real-Time Strategy RPG.'

Adrian Arnese, senior product manager at Square Enix, describes the RTS gameplay and DS interface as a 'perfect fit'. The touch-screen input is used to gather resources, build bases, assemble armies and, ultimately, vanquish the opposition – the dastardly Peddan army.

The single-player game follows the exploits of a resistance fighter called Roget. One of the main aspects of the title's gameplay is the way in which it utilises the wireless functionality of the DS, as Arnese points out. "Intense head-to-head multiplayer action lets you challenge your friends using DS Wireless Play," he says. "*Heroes of Mana* also uses Nintendo Wi-Fi Connection

also hopes that the game's subject matter will attract a slightly wider audience. "In *Heroes of Mana* your army is a mixture of heroes and monsters from the popular and beautiful Mana universe," he explains. "A strong cast of characters delivers an intriguing story that is set in a beautiful world on the brink of an ecologically devastating war.

"The eco-friendly storyline potentially attracts a more casual audience to the title, the same casual audience we know is of a high proportion on the Nintendo DS platform. Other, broader audiences, that the title is aimed toward include users of strategy games."

To help reach that audience, the game will be supported by a poster campaign in the specialist press, cinematic trailers online and a healthy in-store presence. As for the PR, that's already well in hand, with *IGN* calling the game: "Easily the best RTS experience we've had the pleasure of playing on a handheld". Which isn't bad for a first attempt at the genre.

A strong cast of characters delivers an intriguing story that is set in a beautiful world on the brink of a war.

Adrian Arnese, Square Enix

functions, where players can access bonus maps and also see where they stand on the 'heroes rankings' by uploading high scores and checking out the competition."

Those leaderboards are likely to appeal to Square Enix's traditional audience – fans of previous *Final Fantasy* and *World of Mana* titles, for example. But Arnese



MANA FROM HEAVEN

The *World of Mana* franchise started out as an offshoot of the *Final Fantasy* series before branching out in its own right with the follow up SNES title, *Secrets of Mana*, and sequels appearing on the GBA, PlayStation and DS. "In the *Mana* series, there are numerous similar locations, characters and species – all of which are presented using a similar stunning art style," explains Square's Adrian Arnese. "The beautiful, otherworldly art style in *Heroes of Mana* is a core, very special element of the *Mana* brand. The story of *Heroes of Mana* takes place within a few years of the sequel of the hugely regarded *Secret of Mana*, with several familiar characters making a re-appearance."

RELEASED: SEPTEMBER 7

FORMATS: DS

PUBLISHER: SQUARE ENIX

DEVELOPER: BROWNIE BROWN

PRICE: £29.99

DISTRIBUTOR: KOCH MEDIA

CONTACT: 0207 324 5223

TAMAGOTCHI Party On!



**Tamagotchi Planet
needs a new president!
Be happy!
Be popular!
Be president!**

Celebrate the 10th Anniversary
of Tamagotchi & its exciting
debut on Nintendo Wii.

TV CAMPAIGN

- 2 Week campaign from launch across
selected terrestrial & satellite channels
- Further campaign re-promoting in
November & December

NATIONAL RADIO PROMOTION

- Promotional activity delivering in excess
of 20 Million 'Opportunities to Hear'

GIRLS LIFESTYLE PRINT CAMPAIGN

- Delivering over a Million readers
between July & September

HUGE PR CAMPAIGN ACROSS TV, PRINT & ONLINE

ONLINE & COMMUNITY ACTIVITY

- Google AdWord Search campaign
from launch
- Existing Tamagotchi database
communications
- Atari newsletter communications

IN STORES 31st AUGUST

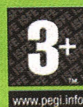


Be your favourite Tamagotchi in Wii style!
Play a variety of fun, interactive mini-games
to win the hearts of everyone on the planet!
Play with up to 3 of your friends to
become the most popular Tamagotchi!

© BANDAI, WIZ 2004-2007

© 2007 NBGI

Published by NAMCO BANDAI Games Europe SAS
Distributed by Atari Europe SASU



on 0121 506 9592

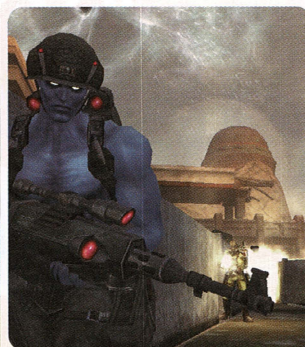
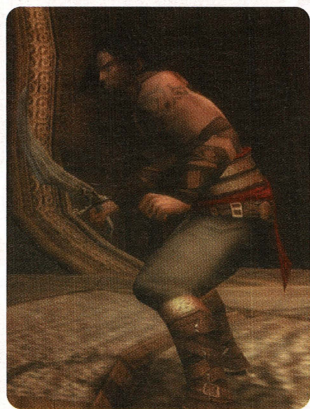


on 020 8222 9700

www.atari.com
www.tamagotchi-europe.com

RECOMMENDED

mastertronic



Mastertronic's latest slew of cut price titles includes Prince of Persia: Warrior Within, Championship Manager 5, Just Cause, Rogue Trooper and Maelstrom. **Andrew Wooden** takes a closer look...

FIRST IN the Sold Out range is *Prince of Persia: Warrior Within* – a darker take on the action series, following the prince as he ventures into the cursed island underworld to save himself, while being pursued by a supernatural being trying its best to kill him.

Elsewhere, *Championship Manager 5* is the latest in a series that began in 1992 – this version has a revamped code-base

RELEASED: AUGUST
FORMATS: PC
PUBLISHER: MASTERTRONIC
PRICE: £4.99 (SOLD OUT)
 £9.99 (PC GAMER PRESENTS, MAD)
DISTRIBUTOR: OPEN
CONTACT: 0845 234 4242

which bolsters the match engine, tactics and training. Meanwhile, *Just Cause* is a large scale free-roaming action title that boasts 250,000 acres of land to explore, and is set in a rogue South American state suspected of stockpiling Weapons of Mass Destruction.

New on the PC Gamer Presents label is *Rogue Trooper*, a third person shooter based on the 2000 AD comic book

franchise which follows a soldier whose comrades have been killed and their personalities reborn in the player's gun, helmet and backpack.

Finally, the latest edition to the MAD line-up is *Maelstrom*, an RTS set amongst the devastating ecological meltdown of earth, where water has become the most valuable resource and the threat of an alien invasion hangs in the air.

SAM & MAX

RELEASED: AUGUST 31st
FORMATS: PC
PUBLISHER: JOWOOD
DEVELOPER: TELLTALE STUDIOS
PRICE: £29.99
DISTRIBUTOR: PINNACLE
CONTACT: 020 8309 3600

SAM, the six-foot tall, suit-wearing anthropomorphic dog detective, and Max, a Luger-brandishing hyper-kinetic rabbit thing, first appeared in comic book form in 1987 before achieving video game fame with the 1993 hit *Sam and Max Hit the Road*.

When LucasArts canned a sequel due for release in 2004, it looked as though the two would disappear forever – until developer Telltale Games announced it would produce a series of

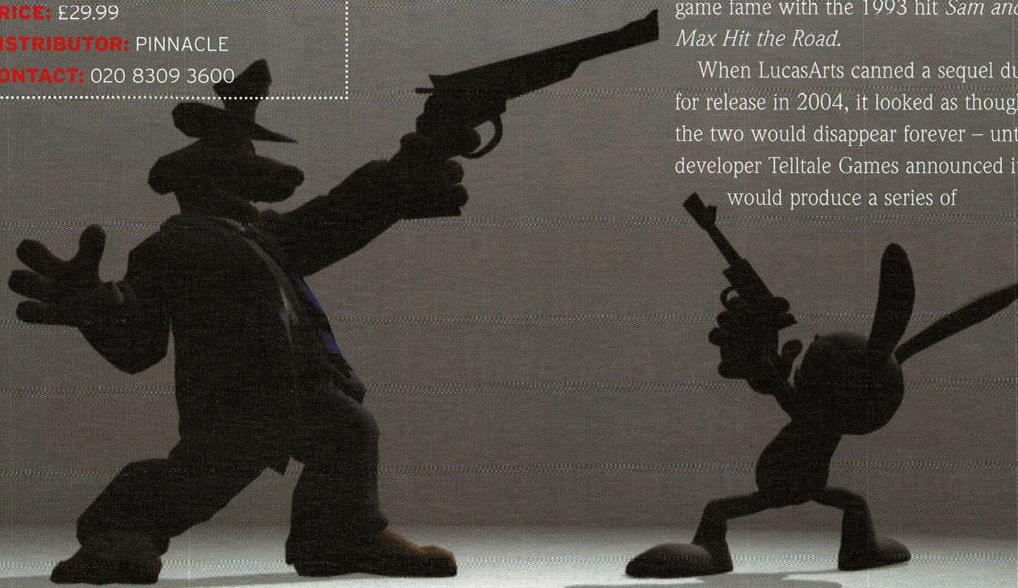
Andrew Wooden investigates the episodic return of the crime fighting duo...

downloadable episodic games under the umbrella title *Sam and Max Season One*. After snapping up the rights to the series, publisher JoWood has compiled them all into a single retail box.

The six originally separate titles find the self-proclaimed freelance cops try to foil a talk show host holding her audience hostage, infiltrate the Toy Mafia, save the country from an increasingly strangely acting president, avert an internet crisis by slipping into a game, and combat a global mind control scheme.

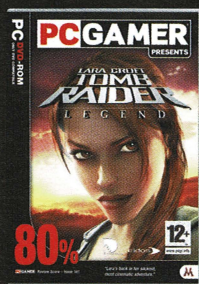
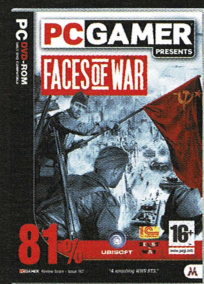
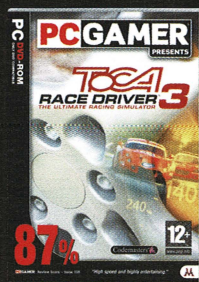
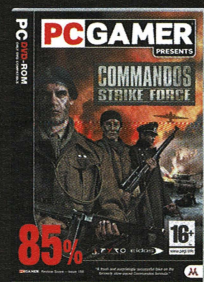
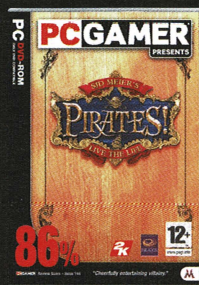
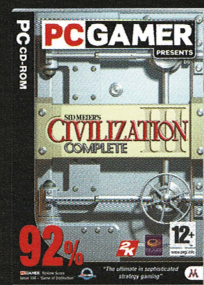
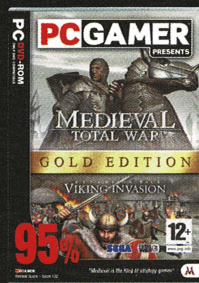
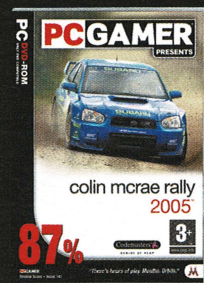
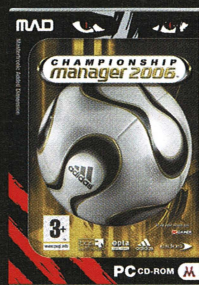
Hailed as one of the greatest adventure games ever to appear on the PC, the series was almost elevated to martyr status by fans following the aforementioned scrapping of *Sam and Max: Freelance Detectives* – which never hurts a title's success.

The box will come with a CD full of bonus extras and artwork by Steve Purcell, the creator of the characters.





Margaret's new marketing initiative was all too easily misconstrued...



Play the Mastertronic way...it's SO much more fun!

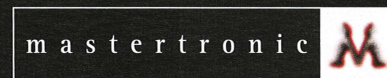
NOW THAT'S WHAT WE CALL A RANGE

Order these great titles and more

Please contact Harley Homewood or Paul "H" Hyslop on: +44 (0)845 234 4242
or email: harley.homewood@mastertronic.com and h@mastertronic.com

£9.99
REAL VALUE
GREAT GAMES

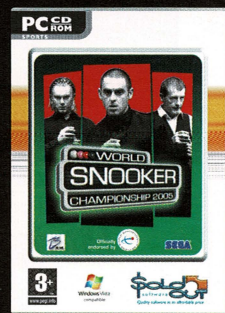
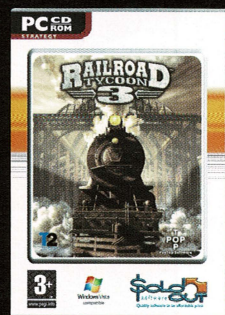
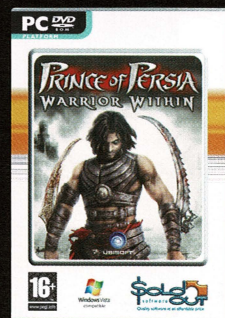
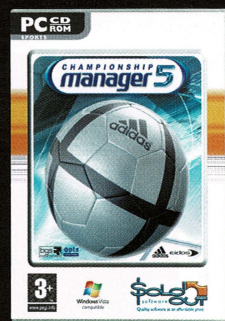
Part of the Mastertronic Group



www.mastertronic.com



Enid knew she was hot...bribing the boys with Mastertronic games just helped to grease the wheels.



Play the Mastertronic way...it's SO much more fun!

RELEASED AUGUST 2007

Order these great titles and more

Please contact Harley Homewood or Paul "H" Hyslop on: +44 (0)845 234 4242

or email: harley.homewood@mastertronic.com and h@mastertronic.com

£4.99
REAL VALUE
GREAT GAMES

Sold Out
software
www.sold-out.co.uk

**ask
about
games
.com**

Part of the Mastertronic Group

mastertronic 

www.mastertronic.com

Published under licence by Mastertronic Games Ltd. The Sold Out Software™ Installer and its associated .NOW Technology are both copyright © 2000-2007 Mastertronic Games Ltd. Sold Out Software™ is a registered trademark of Mastertronic Games Ltd. All rights reserved.

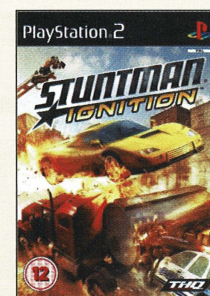
RETAIL ONLY NEW RELEASES

Sega and THQ ready to rev retail's engine

Publishers prepare to unleash two very different car-orientated smashers...

TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR
AUGUST 31st					
<i>Boogie</i>	Wii	Dance	EA	020 8309 3600	Pinnacle
<i>Cosmic Family</i>	Wii	Kids	Ubisoft	0845 4566 400	Trilogy
<i>Dragon Ball Z: Goku Denetsu</i>	DS	Action	Atari	0121 506 9590	Advantage
<i>Dynasty Warriors: Fighters Battle</i>	DS	Action	Koei	01462 476 130	Open
<i>Frisbee Freestyle / Frisbee Golf</i>	DS	Sports	Zoo Digital	01142 636 030	Open
<i>Happy Cooking</i>	DS	Cooking Simulation	Ubisoft	0845 4566 400	Trilogy
<i>Madden NFL 2008</i>	PSP/DS/PC/PS3/PS2	Sports	EA	020 8309 3600	Pinnacle
<i>Medieval II: Total War Kingdoms</i>	PC	RTS	Sega	0121 6253 388	Centresoft
<i>Monster Hunter Freedom 2</i>	PSP	RPG	Capcom	020 8846 2550	Open
Stuntman: Ignition	PS3 / PS2 / XBOX 360	Racing	THQ	0121 506 9590	Advantage
<i>Tamagotchi Party On</i>	Wii	Party	Atari	0121 506 9590	Advantage
<i>Tiger Woods '08</i>	PSP/DS/PC/Wii/PS3/360	Sports	EA	020 8309 3600	Pinnacle
<i>World of Pool</i>	DS	Strategy	Ghostlight	01279 858 000	Open
<i>Worms Open Warfare 2</i>	PSP/DS	Action	THQ	0121 506 9590	Advantage
AUGUST MISC					
<i>Dirty Dancing The Video Game</i>	PC	Sim	Codemasters	0121 6253 388	Centresoft
<i>Virtua Fighter 5</i>	360	Fighter	Sega	0121 6253 388	Centresoft
SEPTEMBER 7th					
<i>Alien Syndrome</i>	PSP / Wii	RPG	Sega	0121 6253 388	Centresoft
Crazy Taxi: Fare Wars	PSP	Racing	Sega	0121 6253 388	Centresoft
<i>Dora the Explorer 3: Animal Adventures</i>	PC	Kids	Atari	0121 5069 590	Advantage
<i>European Street Racing</i>	PC	Racing	Xider	020 8309 3600	Pinnacle
<i>Full Metal Alchemist</i>	DS	Puzzle	Empire	020 8343 7337	Open
<i>Little Britain</i>	PSP	Platform	Blast	08452 342 467	Open
<i>Monster Trux: Arenas</i>	Wii	Action	Empire	020 8343 7337	Open
<i>Quest for Aladdin's Treasure</i>	PS2/PC	Action	Oxygen	01933 442 660	Open
<i>Rogue Galaxy</i>	PS2	Action	Sony	0121 6253 388	Centresoft
<i>Stranglehold</i>	PC/PS3/360	Action	Midway	0845 4566 400	Trilogy
<i>The Sims 2 Bon Voyage</i>	PC	Strategy	EA	020 8309 3600	Pinnacle
<i>Top Gun</i>	PS2	Kids	Blast	08452 342 467	Open
SEPTEMBER 14th					
<i>ATV Offroad Fury 4 Pro</i>	PSP/PS2	Racing	Sony	0121 625 3388	Centresoft
<i>Chronos Twins</i>	DS	Action	Oxygen	01933 442 660	Open
<i>Colin McRae: Dirt</i>	PS3	Racing	Codemasters	0121 625 3388	Centresoft
<i>CSI 3 Dimensions of Murder</i>	PS2	Adventure	Ubisoft	020 8309 3600	Trilogy
<i>CSI Hard Evidence</i>	PC	Adventure	Ubisoft	020 8309 3600	Pinnacle
<i>Freshly Picked - Tingle's Rosy Rupeeland</i>	DS	Adventure	Nintendo	08700 270 977	Koch
<i>Generation Of Chaos</i>	PSP	Action	Midas	01279 858 000	Open
<i>Lassie</i>	PS2	Adventure	Blast	08452 342 467	Open
<i>Medal Of Honor: Airborne</i>	PC/PS2/360	FPS	EA	020 8309 3600	Pinnacle
<i>Mini Desktop Racing</i>	Wii	Action	Popcorn Arcade	01384 447 900	Open
<i>National Geographic Kids Safari Adventures Africa</i>	PS2	Action	Blast	08452 344 242	Open
<i>Pet Alien</i>	DS	Sim	The Game Factory	0121 625 3388	Pinnacle
SEPTEMBER 21st					
<i>Blazing Angels: Secret Missions</i>	PC/PS3/360	Sim	Ubisoft	020 8309 3600	Pinnacle
<i>Brunswick Bowling</i>	PSP/Wii/PS2	Sim	505 Games	0121 5069590	Advantage
<i>Drawn to Life</i>	DS	Puzzle	THQ	0121 506 9590	Advantage
<i>Glory Days 2</i>	DS	Strategy	Ghostlight	01279 858 000	Open
<i>Hard Rock Casino</i>	PS2	Gambling	Oxygen	01933 442 660	Open
<i>Juiced 2: Hot Import Nights</i>	PSP/ PC/PS3/PS2/360	Racing	THQ	0121 506 9590	Advantage
<i>Mythmakers Superkart GP</i>	Wii	Racing	Popcorn Arcade	01384 447 900	Open
<i>NHL 08</i>	360/PS2/PC	Sports	EA	020 8309 3600	Pinnacle
<i>Off-Road Extreme</i>	Wii	Racing	Popcorn Arcade	01384 447 900	Open
<i>Orochi Warriors</i>	PS3/360	Action	Koei	01462 476 130	Open

MUST STOCK



STUNTMAN: IGNITION

Released: August 31st
Format: PS3/PS2/360
Publisher: THQ

After the success of the first *Stuntman*, THQ has pulled out all the stops for the second in the series. And those stops include an online multiplayer mode, 36 different stunt courses and over 25 slick vehicles.

Distributor: Advantage
Contact: 0121 506 9590



CRAZY TAXI: FARE WARS

Released: September 14th
Format: PSP
Publisher: Sega

Sega is giving gamers the chance to relive the glory years of the Dreamcast's *Crazy Taxi* with this PSP release - which should have a chance at appealing to both a nostalgic and a fresh-faced new audience.

Distributor: Centresoft
Contact: 0121 625

HIGH STREET UPDATE

INDIE STORE FOCUS

Game Centre 2.0, an indie retailer in Scarborough, is under the spotlight this week - and summer for the store has been a sales sizzler so far...



MANAGER of Game Centre 2.0, Paul Metley, is experiencing the highs and lows of games retailing, much the same as many stores - however he has a few tricks up his sleeve. For years now the margins on newly-released games have accounted for a smaller and smaller proportion of the profits games retailers have achieved, so Game Centre 2.0 has decided to think outside the box in order to maximise the cash flow.

Metley said: "We are currently looking at alternative ways to bring in revenue to maximise the cash the business can make. We've begun to compile a range of digital cameras and peripherals. For us, branching out into new territories is only just becoming a reality. Before now we relied on pre-owned games sales, of which the PS2 titles sold very well.

"Recently PlayStation has taken a real dive, with the main PSP sales coming in

the launch week long, long ago, and the PS3 is much the same, with not enough software at present to make it worthwhile. It's a fact that many retailers will

“

If we relied wholly on newly-released games, our margins wouldn't keep the business going for more than a month.

**Paul Metley,
Game Centre**”

sympathise with," adds Metley. "If we relied wholly on newly-released games, our margins wouldn't keep the business going for more than a few months, tops. So that's why we are expanding our business into more lucrative areas."

Address: 33-34 St Nicholas Cliff, Scarborough
Telephone: 01723 500505

If you would like your indie store to be featured contact mark.sutton@intentmedia.co.uk

PRICE CHECK

THIS WEEK MCV checked prices in Harrow to discover possibly the biggest price disparity this year.

Oddly enough it happened to be between two online retailers - and nothing to do with Harrow. Amazon has obviously given Play.com the slip and slashed its *Sims 2 Pets* edition price by more than half. The whopping price gap of £17.03 will leave shoppers from Amazon with a smile after purchasing EA's mega-selling title.

The High Street retailers too are leaps and bounds ahead of Play.com with offers on *The Sims*. Elsewhere, prices are very similar and shopping around probably wouldn't save gamers more than a pound or two. As usual, the online retailers are keeping their prices down.

It's also interesting to note the poor stock in Sainsbury's and Blockbuster, with the former only stocking two titles and the latter a measly one.

HIGH STREET

	
Trauma Center Nintendo, Wii	
STORE	
GAME	£34.99
WOOLWORTHS	£34.99
HMV	£34.95
Sainsbury's	N/A
BLOCKBUSTER	N/A

ONLINE

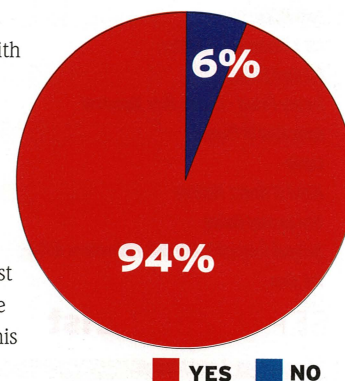
PLAY.COM	£32.99
amazon.co.uk	£32.98

WORD ON THE STREET

In conjunction with Channel Games, **MCV** poses a question to a number of High Street retailers every week...

**WOULD YOU LIKE TO SEE A PS3
HARDWARE PRICE DROP BEFORE 2008?**

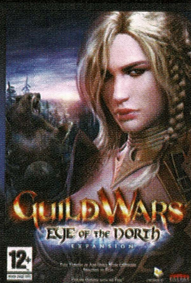
FOLLOWING Microsoft's announcement that it is to cut the price of the Xbox 360 core version down to £179.99 - in line with Nintendo Wii's price point - the price gap between the PS3 and the competition has widened. When asked if they would like to see a price drop on Sony's console, the vast majority of retailers perhaps unsurprisingly said that they would. However, despite a price drop in the US last month, the official word remains that there will be not be similar move in Europe at this point.



37 stores asked



a DCC SerCom Company
www.gem.co.uk
01279 822822



GUILD WARS
EYE OF THE NORTH

The new expansion pack for Guild Wars is coming...

Format: PC CD-ROM SRP: £24.99 Inc VAT

Pre-order your stock today! - Release: 31st August 07

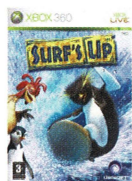
For more information contact your Gem account manager today



Sponsored by

nindie.com

Basildon

Surf's Up
Ubisoft, 360

£34.99

N/A

£34.99

N/A

N/A

Transformers
Activision, 360

£39.99

£44.99

£44.95

£34.97

£44.99

Harry Potter: Phoenix
EA, PSP

£34.99

£34.99

£35.95

£39.97

N/A

The Sims 2: Pets
EA, PC

£19.99

£27.99

£14.99

N/A

N/A

£27.99

£39.99

£29.99

£29.99

£25.99

£39.48

£30.48

£12.96

POINT OF SALE

A quick look at the point of sale merchandise that is promoting publishers' current and upcoming titles...



Shrek The ThirdActivision
DS Vertical Banner ■ DS Horizontal Banner ■ A2 Launch Poster ■
Cubes ■ PS2 Giant Boxes ■ Wii Giant Boxes ■ Mobile Standee ■
A4 Sticker Sheet ■ Pop Up Standee



TransformersActivision
Standeers ■ Posters ■ Outside Display Board ■ Cubes ■ Vertical
Banner ■ Horizontal Banner



Anno 1701Disney
Sales Sheets

CHANNEL GAMES

All of the merchandise listed is available from Channel Games. For further details, simply log on to its dedicated POS online store www.gamespos.com. For all your retail, merchandising and POS requirements, please call Jonathan Dunnett on 07812 353116, or email him on jdunnett@channelgames.co.uk

RETAIL ONLY INDIE CHARTS

[ENTERTAINMENT - FULL PRICE]

ALL FORMATS

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		POKÉMON DIAMOND FORMAT: DS DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	2	POKÉMON PEARL DS	NINTENDO
3	3	TRAUMA CENTRE: SECOND OPINION WII	NINTENDO
4	9	TRANSFORMERS PS2	ACTIVISION
5	5	DR KAWASHIMA'S BRAIN TRAINING DS	NINTENDO
6	4	COOKING MAMA DS	505 GAMES
7	8	MORE BRAIN TRAINING DS	NINTENDO
8	7	RESIDENT EVIL 4 WII	CAPCOM/NINTENDO
9	RE	TRANSFORMERS 360	ACTIVISION
10	6	WII PLAY WITH WIRELESS REMOTE WII	NINTENDO
11	15	GUITAR HERO: ROCKS THE 80S PS2	ACTIVISION
12	RE	GUITAR HERO WITH GIBSON CONTROLLER PS2	ACTIVISION
13	NEW	HAMSTERZ DS	UBISOFT
14	20	POKÉMON FIRE RED - WIRELESS BUNDLE GBA	NINTENDO
15	12	TOM CLANCY'S RAINBOW SIX: VEGAS PS3	UBISOFT
16	RE	RESISTANCE FALL OF MAN PS3	SONY
17	NEW	SURFS UP PSP	UBISOFT
18	NEW	SAINTS ROW 360	THQ
19	RE	HARRY POTTER & THE ORDER OF THE PHOENIX PS2	EA
20	10	WORLD OF WARCRAFT PC	BLIZZARD

[ANALYSIS]

ONCE AGAIN, *Pokemon Diamond* and *Pokemon Pearl* finish up at number one and two, having clung on to the top of the indie charts for weeks now. After a strong debut last week in which it stormed straight into the third spot, *Trauma Centre: Second Opinion* retains the number three position for a second week. New entries this week include *Hamsterz*, *Surfs Up* and *Saints Row*.

XBOX360 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		TRANSFORMERS DEVELOPER: XXS PUBLISHER: ACTIVISION	
2	RE	SAINTS ROW	THQ
3	5	COLIN MCRAE DIRT	CODEMASTERS
4	RE	THE DARKNESS	2K GAMES
5	RE	DEAD RISING	CAPCOM



Charts compiled by Game Guide/Complete EPOS Solutions. For more information about Complete EPOS Solutions call 01543 370002. For more information about the Game Guide call 01606 836347.

Bling my Store

For more
information
contact

SALES: 0870 0270977
nindie.com

RETAIL ONLY CHARTS

OFFICIAL UK CHARTS

NINTENDO DS [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		DR KAWASHIMA'S BRAIN TRAINING DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	1	POKÉMON DIAMOND	NINTENDO
3	2	MORE BRAIN TRAINING	NINTENDO
4	3	POKÉMON PEARL	NINTENDO
5	5	NEW SUPER MARIO BROS	NINTENDO
6	6	COOKING MAMA	505 GAMES
7	33	PURR PALS	THQ
8	7	BIG BRAIN ACADEMY	NINTENDO
9	10	ZOO TYCOON DS	THQ
10	9	SONIC RUSH	SEGA

PLAYSTATION 2 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		TRANSFORMERS: THE GAME DEVELOPER: TRAVELLERS TALES PUBLISHER: ACTIVISION	
2	2	HARRY POTTER: ORDER OF PHOENIX	EA
3	3	RUGBY 08	EA
4	4	SHREK THE THIRD	ACTIVISION
5	5	TOMB RAIDER: ANNIVERSARY	EIDOS
6	6	PIRATES OTC: AT WORLDS END	DISNEY INTERACTIVE
7	7	SPIDER-MAN 3	ACTIVISION
8	13	BUZZ! JUNIOR: ROBOJAM	SONY
9	8	GUITAR HERO: ROCKS THE 80S	ACTIVISION
10	11	GUITAR HERO II	ACTIVISION

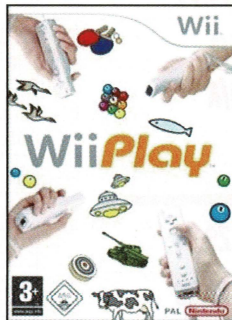
PSP [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		TRANSFORMERS: THE GAME DEVELOPER: SAVAGE ENTERTAINMENT PUBLISHER: ACTIVISION	
2	4	DRIVER 76	UBISOFT
3	2	HARRY POTTER: ORDER OF PHOENIX	EA
4	3	SHREK THE THIRD	ACTIVISION
5	6	RAINBOW SIX: VEGAS	UBISOFT
6	8	PIRATES OTC: AT WORLDS END	DISNEY
7	5	METAL GEAR SOLID: PORTABLE OPS	KONAMI
8	9	SOCOM: US NAVY SEALS FIRETEAM 2	SONY
9	10	RATCHET & CLANK: SIZE MATTERS	SONY
10	11	CALL OF DUTY: ROAD TO VICTORY	ACTIVISION

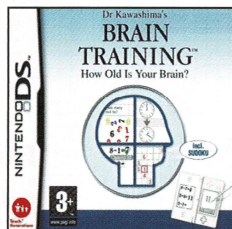
[1]



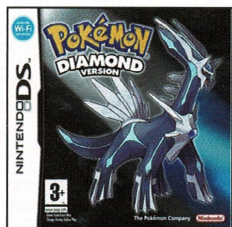
[2]



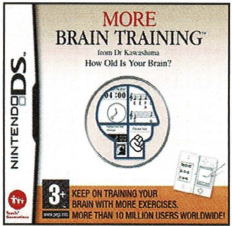
[3]



[4]



[5]



[ENTERTAINMENT - ALL PRICES]

TOP 40 ALL

1		TRANSFORMERS FORMAT: PS2, 360, PSP, Wii DEVELOPER: TRAVELLER'S TALES PUBLISHER: ACTIVISION	
THIS WEEK	LAST WEEK	TITLE	PUBLISHER
2	3	WII PLAY Wii	NINTENDO
3	8	DR KAWASHIMA'S BRAIN TRAINING DS	NINTENDO
4	2	POKÉMON DIAMOND DS	NINTENDO
5	4	MORE BRAIN TRAINING DS	NINTENDO
6	6	HARRY POTTER: PHOENIX PS2, Wii, DS, 360	EA
7	7	POKÉMON PEARL DS	NINTENDO
8	11	SURF'S UP PS2, PSP, Wii, DS	UBISOFT
9	9	COOKING MAMA DS, Wii	505 GAMES
10	10	NEW SUPER MARIO BROS DS	NINTENDO
11	17	TRAUMA CENTRE: SECOND OPINION Wii	NINTENDO
12	12	PIRATES OTC: AT WORLD'S END PS2, Wii, PSP, DS	DISNEY
13	5	MARIO PARTY 8 Wii	NINTENDO
14	13	GTA: VICE CITY STORIES PS2, PSP	ROCKSTAR
15	14	TIGER WOODS PGA TOUR 07 360, PSP, PS2, Wii	EA
16	19	PRO EVOLUTION SOCCER 6 PSP, PS2, 360, DS, PC	KONAMI
17	15	THE SIMS 2 PC, PS2, DS, GBA, XBOX	EA
18	NEW	PURR PALS DS	THQ
19	20	THE SIMS 2: PETS DS, PC, PS2, Wii	EA
20	18	SHREK THE THIRD Wii, DS, PC, 360, PS2	ACTIVISION

PC CD-ROM [FULL PRICE]

1		THE SIMS 2 DEVELOPER: MAXIS PUBLISHER: EA	
THIS WEEK	LAST WEEK	TITLE	PUBLISHER
2	2	WOW: THE BURNING CRUSADE	BLIZZARD
3	3	THE SIMS 2: SEASONS	EA
4	5	CALL OF JUAREZ	UBISOFT
5	4	C&C3: TIBERIUM WARS	EA
6	6	THE SIMS 2: OPEN FOR BUSINESS	EA
7	7	THE COMPLETE COLLECTION OF THE SIMS	EA
8	9	MEDIEVAL II: TOTAL WAR	SEGA
9	8	THE SIMS 2: NIGHTLIFE	EA
10	10	THE SIMS 2: UNIVERSITY	EA

[ANALYSIS]



IT'S NOT until you hit number 14 in this week's All Formats charts that a game appears with no connection to Nintendo. In fact, a staggering 30 games in the Top 40 have at least one Nintendo format present. And the Japanese firm's success shows no signs of abating.

PlayStation formats appear in 24 of the Top 40 games, yet in 19 of the 24 cases they are alongside other formats and not exclusive to Sony's console line-up.

Only six PC titles appear in the chart, with two of those, unsurprisingly, being *Sims* games.

505 Games' sleeper hit *Cooking Mama* on Wii and DS still manages to hold onto a its Top Ten status, making it a very successful summer for the fledgling publisher.

Transformers sits atop the charts for the third week running, with *Pokémon* gradually slipping down the software league table.

Mark Sutton

FORMATS

■ Highest New Entry ■ Highest Top 40 Climber

21	23	CARS DS, PS2, PSP, GBA, 360	THQ
22	21	NEED FOR SPEED: CARBON PS2, PSP, Wii, 360, DS, PS3	EA
23	24	FIFA 07 PS2, PSP, 360, DS	EA
24	25	TOM CLANCY'S RAINBOW SIX: VEGAS PS3, 360, PSP, PC	UBISOFT
25	26	BIG BRAIN ACADEMY DS	NINTENDO
26	32	FOOTBALL MANAGER 2007 PC, PSP, 360	SEGA
27	22	SINGSTAR '90S PS2	SONY
28	28	RESISTANCE: FALL OF MAN PS3	SONY
29	36	ZOO TYCOON DS DS	THQ
30	38	MARIO STRIKERS CHARGED FOOTBALL Wii	NINTENDO
31	31	FORZA MOTORSPORT 360	MICROSOFT
32	34	SONIC RUSH DS	SEGA
33	33	MOTORSTORM PS3	SONY
34	30	FIGHT NIGHT ROUND 3 360, PS3, PS2, PSP	EA
35	RE	BRATZ: FOREVER DIAMONDZ DS, PS2, GBA, GC	THQ
36	29	RUGBY 08 PS2	EA
37	40	LEGO STAR WARS II PS2, DS, PSP, 360	LUCASARTS
38	37	WWE SMACKDOWN VS RAW 2007 PS2, PSP, 360	THQ
39	NEW	MARIO KART DS DS	NINTENDO
40	NEW	HAPPY FEET Wii, PS2, DS, GBA	MIDWAY

PS3 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		RESISTANCE: FALL OF MAN DEVELOPER: INSOMNIAC PUBLISHER: SONY	
2	2	MOTORSTORM	SONY
3	3	FORMULA 1: CHAMPIONSHIP EDITION	SONY
4	5	TOM CLANCY'S RAINBOW SIX VEGAS	UBISOFT
5	4	TRANSFORMERS: THE GAME	ACTIVISION
6	6	THE DARKNESS	TAKE 2
7	9	RIDGE RACER 7	SONY
8	8	NINJA GAIDEN: SIGMA	EIDOS
9	7	FIGHT NIGHT ROUND 3	EA
10	10	THE ELDER SCROLLS IV: OBLIVION	UBISOFT

WII [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		WII PLAY DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	4	TRAUMA CENTRE: SECOND OPINION	NINTENDO
3	2	MARIO PARTY 8	NINTENDO
4	5	TIGER WOODS PGA TOUR 2007	EA
5	7	MARIO STRIKERS CHARGED FOOTBALL	NINTENDO
6	6	HARRY POTTER: ORDER OF THE PHOENIX	EA
7	9	POTC: AT WORLD'S END	DISNEY
8	11	WARIO WARE: SMOOTH MOVES	NINTENDO
9	12	THE LEGEND OF ZELDA: TWILIGHT PRINCESS	NINTENDO
10	3	BIG BRAIN ACADEMY: WII DEGREE	NINTENDO

PC CD-ROM [BUDGET PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		FOOTBALL MANAGER 2007 DEVELOPER: SPORTS INTERACTIVE PUBLISHER: SEGA	
2	2	THE SIMS 2: H&M STUFF	EA
3	3	WORLD OF WARCRAFT	BLIZZARD
4	4	CIVILISATION IV: BEYOND THE SWORD	TAKE 2
5	5	HOTEL GIANT	SOLD OUT
6	NEW	50 GAMES GREEN	EGAMES
7	6	JURASSIC PARK: OPERATION GENESIS	GSP
8	7	PRAETORIANS	EIDOS
9	9	THE SIMS	EA
10	10	ROME: TOTAL WAR	GSP

XBOX 360 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		TRANSFORMERS: THE GAME DEVELOPER: TRAVELLERS TALES PUBLISHER: ACTIVISION	
2	2	FORZA MOTORSPORT 2	MICROSOFT
3	3	GEARS OF WAR	MICROSOFT
4	3	COLIN MCRAE: DIRT	CODEMASTERS
5	7	CRACKDOWN	MICROSOFT
6	6	FLATOUT: ULTIMATE CARNAGE	EMPIRE
7	5	THE DARKNESS	TAKE 2
8	10	HOURL OF VICTORY	MIDWAY
9	9	CALL OF JUAREZ	UBISOFT
10	8	OVERLORD	CODEMASTERS

DIRECTORY

RATES

£70 per two column box (10cm x 5cm). To run weekly for a minimum of 12 weeks. £50 per two column box (10cm x 5cm). To run weekly for a minimum of 1 year. Please phone for other size and/or position requirements. **DEADLINES:** Free ad make-up - Friday 10am. Finished artwork - Friday 4pm.

EDITORIAL PLANNER

MCV is the only trade publication that covers all sectors of the market - reaching every corner of retail and backed by an ABC audited circulation.

Every buyer ● Every branch ● Every week.

FRIDAY AUGUST 31st

Leipzig Game Convention Review

SCEE's Euro president David Reeves has already promised 'fireworks' at the Leipzig event and his rivals at Microsoft and Nintendo will no doubt use the show to announce their Q4 plans, too. MCV will be there to provide all the news and analysis from this year's Game Convention.



GAMES CONVENTION
WWW.GC-GERMANY.COM

FRIDAY SEPTEMBER 7th

PC Software Special

They may not have the flashy visuals of a multi-million dollar next-gen title, but PC utility software is a consistent and reliable money-spinner for all sections of the retail community. We speak to the key movers and shakers in the market in this special overview of the sector.

FRIDAY OCTOBER 12th

Pre-owned Software

MCV takes an in-depth look at the sometimes contentious issue of pre-owned games. We ask what it means to the wider industry and how important this market is to retailers.

FRIDAY NOVEMBER 2nd

30 under 30

A round up of the most influential figures currently working in every facet of the video games industry, including marketing, PR, development and management.

FRIDAY NOVEMBER 16th

Christmas Peripherals

Peripheral sales can be a vital revenue injection supporting a core stock of games, especially over the Christmas period where people are scrabbling around for gift ideas. MCV takes a look at the market.

FRIDAY NOVEMBER 23rd

DVD Games

We take a look at the interactive DVD games market, which can be a surprisingly lucrative sub category of a games retailer's product base.

CONTACT

Sales: Chris.Buckley@intentmedia.co.uk
Editorial: Lisa.Foster@intentmedia.co.uk,
Neil.Long@intentmedia.co.uk

DISTRIBUTION

Tel: 0208 664 3456

Email: Mail@CreativeDistribution.co.uk : Fax: 0208 664 8848

CREATIVE DISTRIBUTION

LARGEST SUPPLIER OF NEW RELEASE & BACK CATALOGUE TITLES IN THE UK

- * New Releases on all formats
- * Back Catalogue on all formats
- * Sony Playstation 1 & 2 & 3
- * Xbox 360 / Xbox
- * Nintendo Wii & DS
- * PC CD ROM & PC DVD
- * Collectable Toys & Figures
- * DVD Movies
- * Gameguides & Soundtracks
- * Retro, Dreamcast, GBA & GBC
- * Hardware & Accessories
- * 30 Day Credit Accounts available

DISTRIBUTION

CURVEBALL LEISURE LTD.

Do you want to increase your margins with less financial exposure? Consider CurveBall.

CurveBall Leisure Ltd.
Unit 2 Fishmarket Quay,
Swansea Maritime
Quarter,
Swansea Marina.
SA1 1UP

Wholesale/Distribution of back catalogue video games across all formats

Budget specialists in pc-cd, ps2, xbox, gba, psp, gamecube and retro formats

Offers mailed directly to customers on a weekly basis

Call Simon to discuss stock opportunities....

Tel : 01792 643550
Fax: 01792 652523
curveballsimon@aol.com

DISC REPAIR

DiscChek HIGH PERFORMANCE OPTICAL DISC REPAIR SYSTEMS



DISC REPAIR

GUESS WHY WE'RE CALLED TOTAL DISC REPAIR?

With TDR, you've a tried and tested way to increase your disc repair business and generate extra turnover and profit as a result.

Call or visit our website to find out more.



01202 489 500
www.totaldiscrepair.co.uk

TDR
TOTAL DISC REPAIR

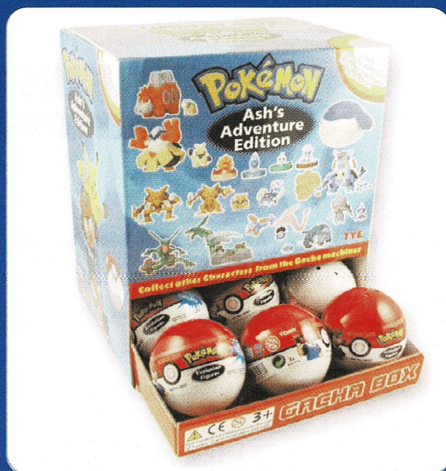
POKEMON GACHA

Contact your Just Distribution account manager to place your order

Distribution
JUST

01992 703810

email: sales@justdistribution.co.uk



Pokemon: Ash's Adventure

- Over 1/4 million capsules sold across Series 1 and 2 already
- 10 New buildable characters to collect
- Perfect impulse purchase
- Great for added value promotions
- RRP £1.99 per capsule
- Delivered in handy CDU dispensers
- 18 Blind Capsules per box



Only £666

Introducing the new Disc-Go-Devil - a stunning price-performance breakthrough in disc repair.



- One-stage, fully automated repair
- Simple to use
- Small and robust
- History function for accurate monitoring of usage
- 30 day money-back guarantee and 1 year warranty as standard

NEW DISC-GO-DEVIL.

HELL OF A PRICE FOR A WICKED MACHINE.

01202 489 500

www.totaldiscrepair.co.uk/devil

TDR
TOTAL DISC REPAIR

SOURCEBOOK

THE ESSENTIAL GUIDE TO INTERACTIVE ENTERTAINMENT AND

CREATIVE AND PROMOTIONAL SERVICES



3DI
Tel: 0845 4582898
www.threedi.net



A Creative Experience
Tel: 020 8785 5610
www.acreativeexperience.co.uk



an.x
Tel: 020 3043 8747
www.anxagency.com

ARK VFX

Ark VFX
Tel: 0114 268 4999
www.arkvfx.net



Barrington Harvey PR
Tel: +44 (0)1462 456780
www.barringtonharvey.co.uk



Bastion
Tel: +44 (0)20 7421 7600
www.bastion.co.uk



CandyLab
Tel: +44(0)20 7031 0888
www.candyLab.co.uk



Channel Games
Tel: 0845 257 8453
www.channel-advantage.co.uk



Chart-Track
Tel: +44 (0)20 8741 7585
www.chart-track.com



Dilute Recordings
Tel: +44 (0)1483 449852
www.diluterecordings.com

DKPM

DKPM
Tel: 0845 111 0312
www.dkpm.co.uk



Eye-D Creative
Tel: +44 (0)20 7407 1440
www.eye-dcreative.co.uk



FEREF
Tel: +44 (0) 20 7292 6300
www.feref.com



Five by Five
Tel: 023 8082 8525
www.fivebyfivedigital.com



Fluid
Tel: 020 8233 7800
www.fluidesign.co.uk



Gamer TV
Tel: 020 8233 7800
www.gamer.tv



IGA Worldwide
Tel: +44 20 7250 4340
www.igaworldwide.com



Indigo Pearl
Tel: 0208 964 4545
www.indigopearl.com



infinite Field Marketing Solutions
Tel: 01793 829196
www.infinitefms.com

intentmedia

Intent Media
Tel: 01992 535646
www.intentmedia.co.uk



MobillCash
Tel: +44 (0)8707 606 634
www.mobillcash.com



Outsource Media
Tel: 0800 195 8653
www.ornuk.com



Peppermint M
Tel: +44 (0) 7889 162939
www.peppermintm.com

realtime:uk

REALTIMEUK
Tel: 01772 682363
www.realtimeuk.com



Retail Entertainment Displays Ltd (RED)
Tel: 01733 239001
www.reddisplays.com



Side UK
Tel: +44 (0)20 7631 4800
www.sideuk.com

SKYSKRAPER™

SKYSKRAPER
Tel: 020 7096 0908
www.skyscraper.net



The Audio Guys
Tel: +44 (0) 1926 813546
www.theaudioguys.co.uk



Über
Tel: (0114) 278 7100
www.uberagency.com



Wild at Art
www.wild-at-art.net

MANUFACTURING SERVICES



Dischromatics
Tel: 01495 243222
www.dischromatics.co.uk



OK Media
Tel: +44 (0)20 7688 6789
www.okmedia.biz

Sony DADC

Sony DADC
Tel: +44 20 7612 1861
www.sonydadc.com



Technicolor
Tel: 07919 048 134
www.technicolor.com

RECRUITMENT



Aardvark Swift Recruitment
Tel: 01709 876877
www.aswift.com



Amikus
Tel: 01925 252588
www.amikus.com



Game Options
Tel: +44 (0)1382 731909
www.gameops.co.uk



Gamesrecruit
Tel: 0208 1338866
www.gamesrecruit.co.uk



OPM
Tel: 01206 544044
www.opmjobs.com



Specialmove Consultancy
Tel: +44 (0) 141 585 6491
www.specialmove.com

LEGAL SERVICES

Campbell Hooper

Campbell Hooper Solicitors LLP
Tel: +44 (0) 20 7222 9070
www.campbellhooper.com

Harbottle & Lewis

Harbottle & Lewis LLP
Tel: 020 7667 5000
www.harbottle.com

2007



In association with

partnertrans.

localisation solutions for the entertainment industry

SERVICE COMPANIES

UK DISTRIBUTION AND LOGISTICS



Entain8 Limited
Tel: 01582 733086
www.entain8.com



Games without Frontiers
Tel: +44 (0) 845 430 8735/55
http://gameswithout.com



Gem Distribution
Tel: 01279 822822
www.gem.co.uk



Interactive Ideas
Tel: 020 8805 1000
www.interactiveideas.com



Just Distribution
Tel: 01992 703810
www.justdistribution.co.uk



Merencourt
Tel: +44 (0) 1462 680060
http://trade.merencourt.co.uk



Pinnacle Software
Tel: 020 8309 3934
www.pinnacle-software.co.uk



Trilogy Logistics
Tel: 0845 456 6400
www.trilogy-uk.com



Universal Music Operations
Tel: 01908 452634

LOCALISATION, QA AND TESTING



Absolute Quality
Tel: +44 (0)141 220 5600
www.absolutequality.co.uk



Babel Media
Tel: 01273 764 100
www.babelmedia.com



CD Projekt Localisation Centre Sp. z o.o.
Tel: +48 22 675 57 51
Localisation.cdprojekt.com



Enzyme Labs
Tel: +1 (450) 229 9999
www.enzyme.org



Litho Studios
Tel: +353 1 440 3222
www.lithostudios.ie



Orange Studio
Tel: +39 051 588 04 50
www.orangestudio.it



Partnertrans
Tel: + 44 (0) 1480 210621
www.partnertrans.com



Testronic Laboratories
Tel: +44 (0)1753 653 722
www.testroniclabs.com



U-Trax
Tel: +31 30 293 2098
www.utrax.com

SOFTWARE DEVELOPMENT



Chemistry
Tel: 0114 213 2130
www.gamechemistry.com



Distinctive Developments
Tel: + 44 (0) 114 281 2208
www.distdevs.co.uk



Kuju London
Tel: +44 (0)20 7593 2230
www.kujulondon.com



Kuju Surrey
Tel: +44 (0)1483 414344
www.kujusurrey.com



TechExcel
Tel: +44 (0)208 322 7750
www.techexcel.com



Zoë Mode
Tel: +44 (0)1273 669491
www.zoemode.com

INTERNATIONAL DISTRIBUTION



AFA
Tel: +618 8234 1355
www.afainteractive.com.au



dtp entertainment AG
Tel: +49 (0) 40 66 99 10 - 0
www.dtp-ag.com



Entertainment Trading
Tel: +45 70277640
www.entertainment-trading.com



Funtastic
Tel: 61 3 9418 0841
www.funtastic.com.au



Techland Sp. z o.o.
Tel: +48 71 341 76 95
www.techland.pl/en



THQ Asia Pacific
Tel: +613 9573 9200
www.thq-games.com/au



Virgin PLAY
Tel: +34 91 789 35 50
www.virginplay.es

ACCESS SOURCEBOOK ONLINE AT THESE WEBSITES:

MCV

PCRetail

ToyNews

develop

ME MOBILE ENTERTAINMENT

ENTMEDIA.CO.UK/SOURCEBOOK



The **International Distribution Guide** is dedicated to promoting distribution companies outside of the UK. If you are looking for new customers overseas, or just local market knowledge, then look no further...



AUSTRALIA
AFA INTERACTIVE
66 Hughes Street, Mile End, South Australia 5031
+61 8823 41355

ATARI AUSTRALIA PTY LTD
32 Bowden Street, Alexandria, NSW, 2120.
Tel: **+61 (0)2 8303 6833**
Fax: **+61 (0)2 8303 6890**
www.atari.com.au

THQ AUSTRALIA, NEW ZEALAND & ASIA.
Asia Pacific HQ - Level 8/606 St.Kilda Rd, Melbourne, Vic, Australia, 3004
asiapac-sales@thq.com
+6139573.9203



BENELUX
ATARI BENELUX
Flight Forum 883, 5657 DV Eindhoven, Holland
0031 4023 93554
GAMEWORLD
Cornusbaan 1, 2908 KB Capelle A/D IJssel
+31 10 298 3838
rishi@gameworld.nl



DENMARK
Entertainment Trading ApS
Bejlerholm 6, DK-9400 Norresundby
Phone: +45 70277640,
Fax: +45 70277650
sales@entertainment-trading.com
www.entertainment-trading.com



FRANCE
INNELEC MULTIMEDIA
45 rue Delizy, 93692 PANTIN Cedex - France
Email purchase: **f. alglave@innelec.com**
Email export sales: **g. armspach@innelec.com**
Tel: **00.33.1.48.10.55.55**



GERMANY
DTP ENTERTAINMENT AG
Goldbekplatz 3-5, 22303 Hamburg, Germany
Tel: **+49 (0)40 66 99 10 0,**
Fax: **+49 (0)40 66 99 10 10**
c.kellner@dtp-ag.com,
www.dtp-ag.com



PORTUGAL
PLANETA DEAGOSTINI INTERACTIVE
Diagonal, 662-664, 3ª planta D, 08034, Barcelona, Spain
+34 93 492 08 89
distribucion@planetadeagostini.es



GREECE
LEXICON ENTERTAINMENT HELLAS
Lexicon Entertainment Hellas Ltd. Ioanninon 69 & Theodosiou 1, Chalandri, Athens, Greece
Spyros@lexiconentertainment.com
hellasdistribution@lexiconentertainment.com



ITALY
DB-LINE SRL
Via Alioli e Sassi 19, 21026 Gavirate (VA), Italy
+39 0332 749018
marco.salmini@dbline.it
www.dbline.it



SPAIN
Friendware
Marques de Monteagudo 18, 28028 Madrid, Spain
juan.bustamante@friendware.es
PLANETA DEAGOSTINI INTERACTIVE
Diagonal, 662-664, 3ª planta D, 08034, Barcelona, Spain
+34 93 492 08 89
distribucion@planetadeagostini.es



SWEDEN
GAME OUTLET EUROPE AB
BOX 5083, S-650 05, Karlstad, Sweden
+46 54 854750
order@gameoutlet.se



USA
BASCO, INC.
118-21 Queens Boulevard, Suite 509, Forest Hills, NY 11375
Tel: **+001 917 627 3000**
Fax: **1-718-228-4401**
sales@basco games.com
www.bascogames.com

TO ADVERTISE PLEASE CONTACT **CHRIS.BUCKLEY@INTENTMEDIA.CO.UK** OR CALL **01992 535647**

CREATIVE AND PROMOTIONAL SERVICES



CUSTOMISED WRAPSTAR SKINS
for PSP, PS2, PS3, Wii, Xbox 360, DS, DS Lite and iPod

- for added value and pre-order campaigns
- customise your own Sales and PR hardware
- portable marketing direct to your target audience
- for bundles with hardware and/or software
- for brand building and product awareness

info@wrapstar-skins.com

WWW.WRAPSTAR-SKINS.COM

CUSTOMISE - REFRESH - PROTECT

LOCALISATION & QA

universally speaking
localisation solutions for the entertainment industry



partnertrans.
localisation solutions for the entertainment industry
www.partnertrans.com

Full localisation services incl.

- Translations
- QA services
- Audio

make contact tel: **+44 (0) 1480 210621** email: **info_uk@partnertrans.com**



DISTRIBUTION

Ideal
SOFTWARE

Sales: +44 (0)1767 689720

Award winning distributors of software & accessories

Official Distributors for:



Fax +44 (0)1767 689740 • E-Mail: sales@idealsoftware.net
Units 48-50 Tyne Rd, Middlefield End, Est. Sunderland Rd, Sandy, Beds, SG19 1SA. (England)

STORE FITTINGS

PYRA
FACILITIES

SECURITY SERVICES & SOLUTIONS

t: 0870 9500562

f: 0870 9500563

Retail & Commercial Guarding • Investigations
CCTV • EAS (Tagging) • RED Tag • Training
Vetting • Fire Alarms • Intruder Alarms

STORE FITTINGS

Increase YOUR revenue...

AMA Displays win more sales.

Revitalizing your games store costs less than you think!

Please check
on-line for
Summer
Specials...

- FREE on-site survey
- CAD design service
- supplier-direct savings
- full shopfit services
- interior & exterior signs
- secure storage & shelving
- floor & ceiling installation
- slatwall & shelving options
- service counters & tillpoints
- bespoke island displays



A.M.A.
DISPLAYS

visit our online store: www.displaystands.net

01924 507217

sales@ama-fabs.co.uk

the difference®

TO ADVERTISE PLEASE CONTACT
CHRIS.BUCKLEY@INTENTMEDIA.CO.UK

DISTRIBUTION



Speed Link from Meroncourt



SL-6399

Media Remote Control, MCE

The remote control allows you to access the Media Center® of your PC at the press of a button and gives you complete control over all TV and video functions. You have access to all multimedia data from television broadcasters to videos including your own photo albums - all from the comfort of your sofa.



SL-6241-A01

Speed Link Mousepad 'Girls Hotpants'

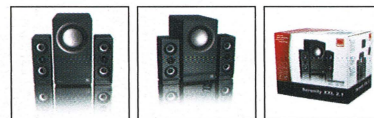
Hot designs from the Games Convention, the biggest computer games show in Europe. Here is a fitting mouse pad featuring a soft covering for the gap between shows. Anti-static textile covering. Just 1.5mm thick. Non-slip underside. Suitable for use with all optical and mechanical mice



SL-8265-SBK

Serenity XXL 2.1 Sound System

Any title will immediately become a lasting memory. You will be able to hear fine details which were previously hidden with the Serenity. Whether using it with a PC, DVD or an MP3 player, the Serenity never ceases to amaze with brilliant and balance sound from start to finish.



Exclusive UK & Irish distributor

Meroncourt Europe Ltd • 610 Jubilee Road • Letchworth • Herts • SG6 1NE

Tel: +44 (0)1462 680060 • Fax: +44 (0)1462 680070 • Email: sales@meroncourt.com • Web Site: <http://trade.meroncourt.co.uk>

For a complete list of Speed Link products in stock, please
visit our web site at <http://trade.meroncourt.co.uk>

DISTRIBUTION

The Distributor of Choice



Business • Leisure • Peripherals

For all existing and new account enquiries please contact a member of the Gem sales team on 01279 822822

Gem Distribution Limited
St George House
Parkway
Harlow Business Park
Harlow
Essex
CM19 5QF

Tel: 01279 822822

Fax: 01279 412604

web: www.gem.co.uk

DISC REPAIR

PerfectPlay.co.uk
DAMAGED DISCS MADE NEW

Revolutionary New Machines

PerfectPlay Azuradisc machines quickly remove deep scratches and other damage from CDs, DVDs, Game & Software discs, returning them to "as-new" condition.

Machines that really work.

020 8778 5164 www.perfectplay.co.uk



LOCALISATION & QA

Global Testing Services
For all your interactive games needs

TESTRONIC
laboratories

Leading the way in multimedia quality assurance

Games QA and Localisation

- * Native language Localisation Testing for over 15 languages
- * Microsoft, Nintendo and Sony Compliance Testing
- * PC Compatibility Testing with over 150 configurations
- * Functionality Testing
- * Online/Multi-Player Testing
- * Secure facilities in Pinewood UK, Diepenbeek Belgium and Warsaw Poland



For that urgent requirement or for more information:
Tel: +44 (0) 1753 653 722

Email: games@testroniclabs.com
www.testroniclabs.com

GAMES CONSOLE REPAIR

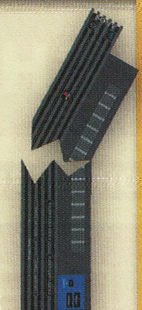
TCR
TOTAL CONSOLE REPAIR

Expand your business
with console repair

- Large scale console repair service
- Service plans & exchange plans available
- White label repair service available
- fast turn around
- Full 90 day warranty
- Call for a quote

Total Console Repair Service

01202 486 800 www.totalconsolerepair.co.uk



STORE FITTING

red

merchandising & display solutions

tel: 01733 239001
e-mail: info@reddisplays.com
www.reddisplays.com

red
thinking out of the square



DUPLICATORS/MEDIA

The unit all games developers have been waiting for. You can now copy Blu-Ray media Offline.

Media
Resources

- Available in 2 Options 5 and 11 bay Burners
- Supports BD-R/BD-RE and DVD+/-R/RW/DL
- Completely Stand alone, no PC required
- HD-DVD Writer Compatible.

Blu Ray Media also available

+ 44 (0) 1889 503100

simon@media-resources.co.uk



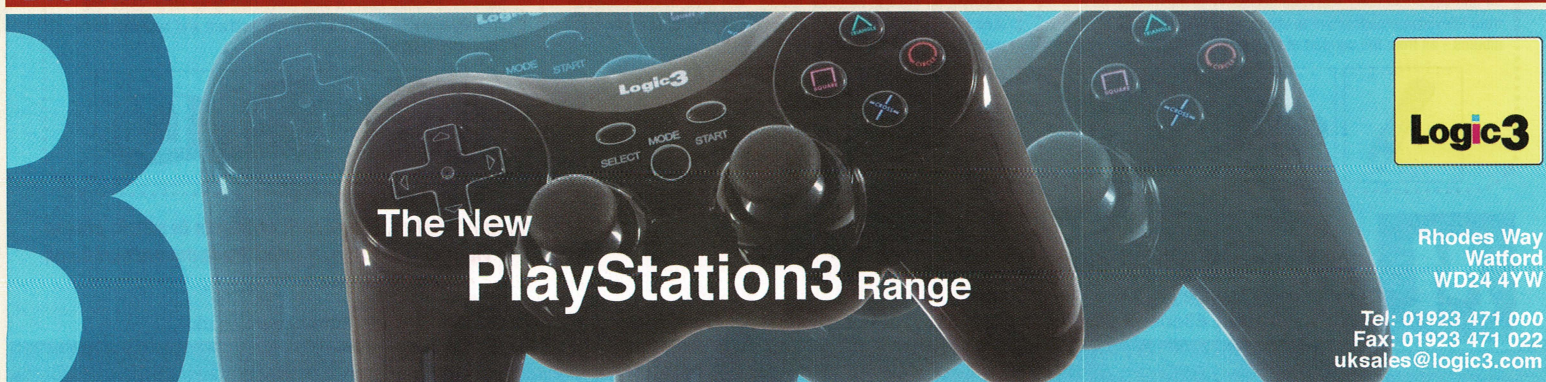
DISTRIBUTION

The New
PlayStation3 Range

Logic3

Rhodes Way
Watford
WD24 4YW

Tel: 01923 471 000
Fax: 01923 471 022
uksales@logic3.com



develop DIRECTORY

Develop is the only dedicated publication for the UK and European games development community. It reaches over 8,000 request-only subscribers every month.

STUDIOS

Atomic Planet+44 (0) 1642 871 100
Blitz Games+44 (0) 1926 880 000
Darkwaterjobs@dark-water-studios.com
Eutechnyx+44 (0) 191 460 6060
Fuse Gamescareers@fusegames.com
Nephin Gamesjobs@nephingames.com
Realtime Worlds+44 (0) 1382 202 821
Rebellion+44 (0) 1865 792 201
Stainless Gamesjobs@stainlessgames.com
Strawdog Studios+44 (0) 1332 258 862
Venomjobs@venomgames.co.uk

TOOLS

Al.implant+353 (0) 74 9368 603
bluegfx+44 (0) 1483 467 200
Epic Games+1-919-870-1516
Instinct+353 (0) 9368 603
Kynogondevelopjobs@kynogon
Natural Motionwww.naturalmotion.com
Perforce+44 (0) 845 345 0116

SERVICES

3D Creation Studio0151 703 0111
Army of Geeks+44 (0) 7915 044 459
Air Studios+44 (0) 207 794 0660
Big Bean Audio+44 (0) 1482 874 885
Fonic+44 (0) 207 729 1200
Gamesure+44 (0) 845 890 1350
Localsoft+34 952 92 93 94
Partnertrans+44 (0) 1480 210 621
SoundHound+1 212 575 8664
Specialmove+44 (0) 141 585 6491
Testronic+44 (0) 1753 653 722
Think Tank+44 (0) 7712 885 934
Tsunami Sounds+44 (0) 1483 410 100

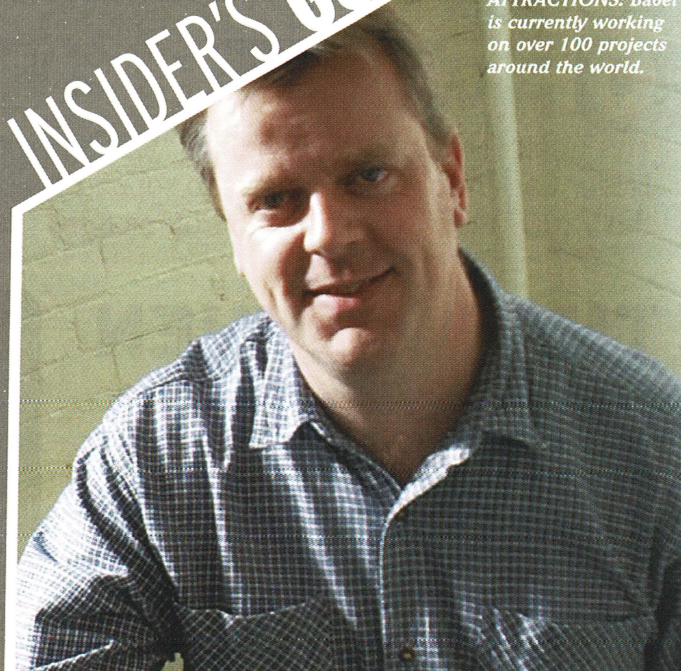
COURSES

Goldsmiths0207 078 5052
University of Bradford+44 (0) 1274 235 963
University of Hull+44 (0) 1482 465 951

To be included in the Develop Directory (which appears every month in Develop and every week in MCV) contact
Katie.Rawlings@intentmedia.co.uk
 All subscription requests should go to **mcv.subscriptions@c-cms.com**

INSIDER'S GUIDE

**LOCAL
ATTRACTIONS:** Babel
is currently working
on over 100 projects
around the world.



Could you outline what Babel does within the industry?

Babel is the leading games services company. We provide QA services functionality, gameplay and localisation testing, localisation services, translation, voice over recording and typesetting.

The company started back in 1999 in Brighton and now, on top of the office there, we have sites in Los Angeles, Montreal and New Delhi with a total of over 400 employees worldwide at present.

TELEPHONE: 01273 764 102

EMAIL: KEITH.RUSSELL@BABELMEDIA.COM

WEB: WWW.BABELMEDIA.COM

CONTACT: KEITH RUSSELL

Tell us something about the company we didn't already know?

Localisation can be glamorous – we have girls in the office, it's not all guys, and they are not forming an undermined minority.

Does Babel have any plans for future expansion?

We opened in Montreal two years ago and we now have a head count of over 200 people there. The next move is to look East and expand into the Asian territories. Winning a Develop Award once more this year has really given us the confidence to carry on expanding to meet our clients' requirements and continue to work closely with them.

Who at Babel spends the most time playing video games?

I would venture that our quality standards team is scooping the top three in that category.

“
We are currently working on over 100 projects including audio, translation, QA and typesetting.”

What projects are Babel currently focusing on?

We are currently working on over 100 projects in a number of areas including audio, translation, QA and typesetting. I am sure our clients will appreciate us sticking by our mutual NDAs and not revealing any more than that. But we are pretty much working with all the top 50 publishers and developers in video games that are out there at the moment.

Do you have any decent office prank stories?

We have many stories that would amuse the readers, however I will probably have to pack my bags and leave the country if I reveal any. Babel is famous for its parties, for clients and especially for staff. The last one was themed ninjas and pirates.

To have your company featured please contact
CHRIS.BUCKLEY@INTENTMEDIA.CO.UK

OFF THE RECORD

This week, former SCEE boss Chris Deering explains the real cost of the PS3 in beer terms, Gamestation's Frazer Locke looks for sponsors to support his charity run, half the games industry bumps into each other at the V2007 festival, and we show off pictures from EA's flash Boogie launch party in London last week....

THAT WAS THEN

MCV trawls through its archives to bring you the news and pics from yesteryear...



With Ian Livingstone's Manchester City currently riding high at the top of the Premier League and Michael Owen making his return to the England team earlier this week, what better time to remind you all of the day these two legends came together for a press conference. It was to announce the Owen-endorsed *World League Soccer*, published by Eidos in 1999. One of the worst football games ever published. No wonder they look so worried.

[3 YEARS AGO: 2004]

ALL FORMATS TOP 10

1. *Doom 3* PC Activision
2. *Spider-Man 2* PS2, Xbox, GBA, GC Activision
3. *Athens 2004* PS2 Sony
4. *Driv3r* PS2, Xbox Atari
5. *Chronicles of Riddick: Butcher Bay* Xbox VU Games
6. *Need for Speed: Underground* PS2, Xbox, PC, GC EA
7. *Shrek 2* PS2, Xbox, GBA, GC Activision
8. *McAfee Internet Security v6.0* PC McAfee
9. *Formula 1 04* PS2 Sony
10. *Fifa 2004* PS2, Xbox, GC, PSOne EA

A PS2 price drop caused sales of the console to surge by 93 per cent this time three years ago - though the move left indies angry over lost margins. The new £104.99 price point led larger retailers to embark on a bundling frenzy, with GAME offering a series of console-plus-two-games deals for £109.99, while Dixons went even further by offering a similar bundle for £104.

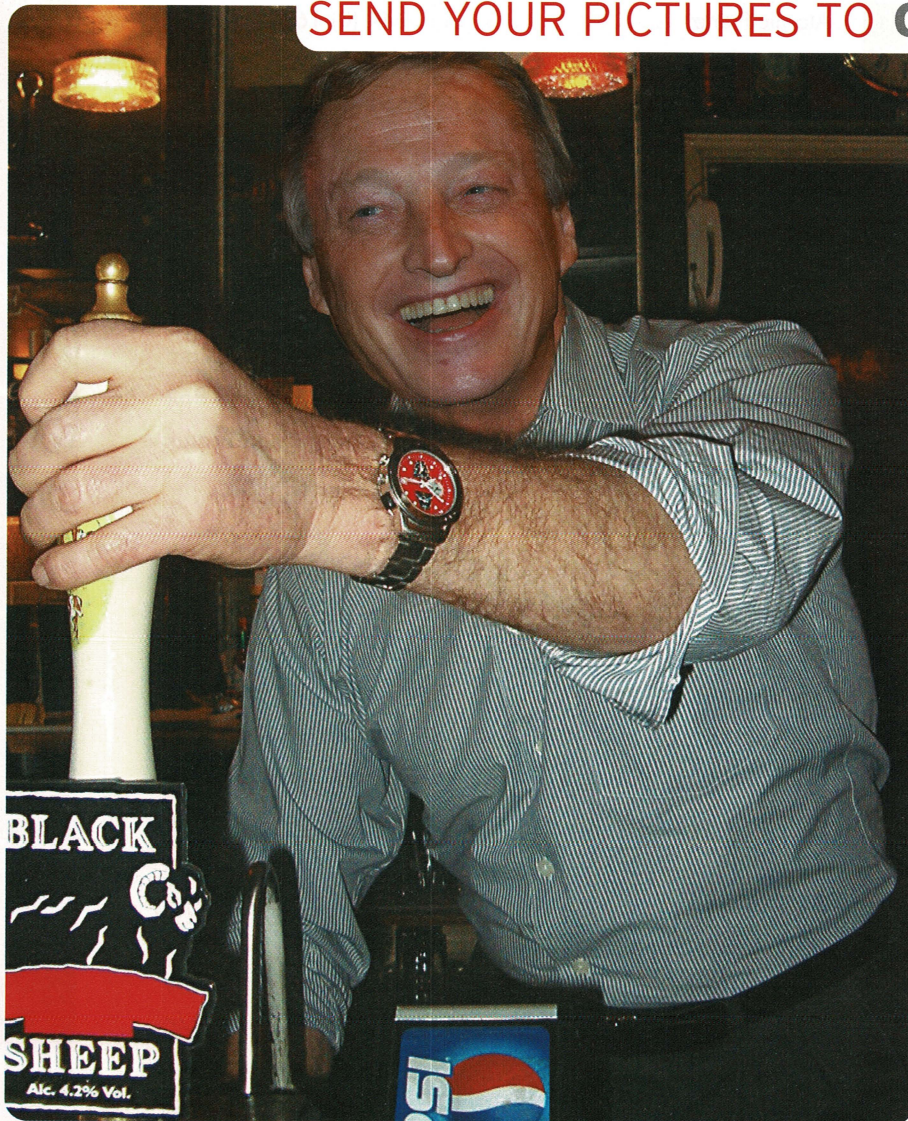
[7 YEARS AGO: 2000]

ALL FORMATS TOP 10

1. *Pokémon Yellow* GB Nintendo
2. *Driver* PSX, PC, GBC Infogrames
3. *X-Men Mutant Academy* PSX, GBC Activision
4. *Tony Hawks Skateboarding* DC, PSX, GBC, N64 Activision
5. *Pokémon Blue* GB Nintendo
6. *Pokémon Red* GB Nintendo
7. *Deus Ex* PC Eidos
8. *Rayman* PSX, GBC, PC Ubisoft
9. *The Sims* PC EA
10. *Formula 1 Grand Prix 3* PSX Microprose/Hasbro

Seven years ago, porn movie makers such as Private Media Group and Vivid Entertainment were preparing an assault on the games industry's marketing and media channels - based mainly on the PS2's - at that time - novel DVD movie playback functionality and the fact the chief gaming demographic, 18-24 year old males, are apparently quite partial to a bit of porn on the side.

SEND YOUR PICTURES TO OFF



BEER ECONOMICS

Former Sony boss Chris Deering took some time out at this year's Edinburgh Interactive Festival to do some remarkably unorthodox PlayStation number crunching. Remembering to carry the hops, Deering put the price argument into a language even binge drinking Britain could understand: "In terms of the number of pints of beer you have to forgo to get a PS3 it's really just the same as the number of pints of beer you had to forgo to get a PSOne back in 1995." Ours is a lager, Chris...



THE RUNNING MAN

Gamestation's online commercial manager Frazer Locke is training up for a charity run, for which he is currently looking for sponsors. The Great North Run will take place on September 30th, and is 13.1 miles long. Locke is planning to beat his personal best time of one hour and 54 minutes, and raise as much money as he can for the children and young person's charity NCH. Using state-of-the-art visualisation technology and expert advice from a council of athletes, we've put together a picture of what that might look like. If you would like to sponsor Locke, visit: www.bmycharity.com/frazgnr2004.

HERECORD@INTENTMEDIA.CO.UK



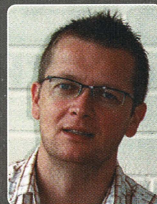
COMPETITION WINNER



Steve Yates from Centresoft is the lucky winner of the Codemaster's Overlord competition. His eerily Hellish makeover (inset) means he wins a powerful PC and a copy of the game.

[TAG TOURNAMENT]

It's a personality column, but not as you know it. Each week the interviewee becomes the interviewer...

**Jonathon Jesson****Job Title:** Account Director**Company:** Uber**Paul Benjamin****Job Title:** Marketing Manager**Company:** Empire/Xplosiv

Is *Flatout UC* one of the most bestest games of the year – as people keep telling me?

Flatout has been one of the best racing games for the last few years but at last it has found an audience that truly appreciates its mix of racing and all our carnage.

What beast of a car are you the lucky owner of then?

Hmmm – beast is the right word, a fully pimped, suped up, moded speedster that has helped me outrun the fuzz on many occasions, or a 1.2 Renault Clio that has helped me get groceries at weekends on many occasion.

You are from somewhere called Rotherham – are you still trying to hide that fact after all these years?

I have been in London for a few years now and most southerners have no idea where Sheffield is – never mind Rotherham. Lots support Man United but have never been there (or north of Watford), so I try and keep things simple for them (this may lose me friends).

How does a Rotherham 'dude' survive in the harsh landscape that is modern Londontown?

Growing up in Rotherham was great training for surviving anywhere in the world. Lots of drinking, fighting, and... erm... drunken fighting. London is a holiday by comparison. (No offence to the good folk of Rotherham, of course).

Just to confuse matters further, you are co-habiting with an Aussie – are Yorkshiremen allowed to do such things?

The Yorkshire rulebook says no, but sometimes the rules are worth breaking. Australia is a beautiful place, amazing beaches, beautiful weather, great way of life – what can I say, I need a Visa.

Do you still sleep in petrol stations, Paul?

Thanks Jonty. I think every man has a right to sleep in a petrol station on the night of his 30th birthday. Come on, we've all done it.

NEXT WEEK: Paul tags Atari product manager Ben Walker

SAYWHAT

The key headline-grabbing soundbites from across the industry and the wider world from the past week...

"Remarkably, the video game industry is running ads for games like *BioShock* on teen-intensive TV programmes while at the same time its industry-captured 'watchdog,' the ESRB, is running a self congratulatory ad campaign to assure parents that the video game rating systems is working and that the industry can be trusted not to target their kids with these mature-rated games. It's all a lie, as the *BioShock* ads prove."

More justice fuelled rage from Jack Thompson. This time he's barking into the ear of the Federal Trade Commission, claiming airing adverts for *BioShock* during WWE Smackdown is immoral

"No matter how much advertising agencies spend on photos of lithe women lolling by the pool with their PSPs, or of foursomes of goofily handsome hunks with a beer in one hand and a controller in another, the image of the secluded, oblivious gamer will remain. But what may change is the response that image generates, from a dismissive 'what a loser' to a wistful 'I wish I was that popular.'"

Margaret Robertson, The BBC's video game consultant and writer, paints an unlikely picture of the way in which gamers could be perceived as superior by the rest of society in the near the future

"*Star Trek* has been the worst franchise in the history of video games. Even *Star Wars* has failed to produce as many losers as this series. Now I am not saying *Star Trek* is bad, but rather anything to do with *Star Trek* in a video game. For some reason there have been practically no good *Star Trek* games. In fairness, part of the problem goes back to the fact that Paramount was really greedy back in the mid-1990s and sold the *Star Trek* licence to a slew of companies."

One unnecessarily aggravated writer on website *Crunch Gear* for some reason feels compelled to slam all of the *Star Trek* games

"It turns out entertainment and video games in particular may be beneficial. It improves coordination for detailed tasks, like surgery or flying a complex jet. And if young people benefit, do older people also benefit? There is great interest in designing and developing products that can help older people, not just traditional video games. Most games are designed for the younger demographic. That's why we were interested in Wii. The games are made for everyone."

Matthew Rizzo, a neurology professor at the University of Iowa tells the Iowa City Press how video games can improve co-ordination

"While his mother was away the boy had taken the Xbox 360 power supply and wrapped it in plastic and tape. In an attempt to cool it off, he submerged it into a pan of water with the cord still plugged in. The boy had regained consciousness by the time paramedics had arrived. He was taken to the Transylvania Community Hospital in Brevard where he spent the night."

Planet Xbox 360 explains how one resourceful, if short sighted, gamer almost killed himself by attempting to cool down his Xbox 360 power pack by submerging it in a pan of water while holding on to it. Smooth move Einstein.

[QUOTE OF THE WEEK]

“ You'll see a large percentage of Warner Bros properties coming on board as we grow. ”

Ron Scott, Warner Bros. **Cover**

OFFTHERECORD

SEND YOUR PICTURES TO **OFFTHERECORD@INTENTMEDIA.CO.UK**

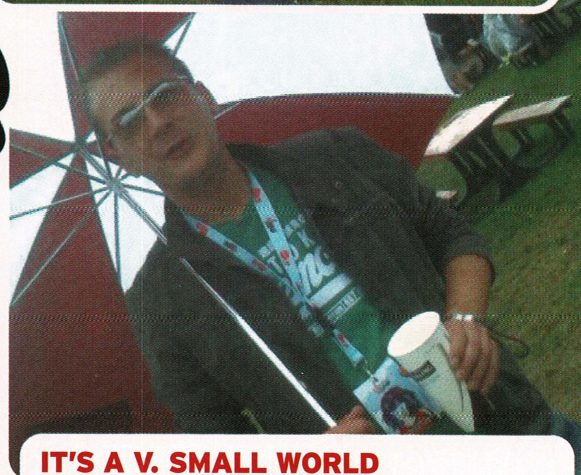


Boogie



BOOGIE WONDERLAND

MCV dragged its two left feet to Electronic Arts' rather splendid *Boogie* launch party in London last week - only to be greeted by two giant furballs and a stupendously nubile hottie. But enough of the members of the female fashion press. The mammoth game's mascots (pictured above with EA's very own Iceman PR manager Jon Goddard) and artfully gyrating eye candy left the ensembled journo - including *Official Nintendo's* Chandra Nair and MCV's Tim Ingham (right) - more than impressed.



IT'S A V. SMALL WORLD

With lunch boxes packed and forged permission slips from their parents in hand, staff from Future, Atari, Ubisoft, Sega, Sony and Codemasters scampered off on an industry day trip to the V Festival last weekend, bumping into yet more industry figures along the way. Pictured is Ryan Ferguson, advertising director at Future's games division camping it up in a pink tent (top) while Atari's Lee Kirtan - who was joined by trade buddies from Ubisoft, Sega, Sony and Codemasters - enjoys the rain (bottom).

EDITORIAL: 01992 535646 • ADVERTISING: 01992 535647 • FAX: 01992 535648

Managing Editor: Lisa Foster
Lisa.Foster@intentmedia.co.uk

Editor: Neil Long
Neil.Long@intentmedia.co.uk

Deputy Editor: Tim Ingham
Tim.Ingham@intentmedia.co.uk

Senior Staff Writer: Andrew Wooden
Andrew.Wooden@intentmedia.co.uk

Online Content Manager: Ben Parfitt
Ben.Parfitt@intentmedia.co.uk

Contributors:
Michael French, Ben Furfie, David
McCarthy, Mark Sutton, Ed Fear

Group Ad Manager: Chris Buckley
Chris.Buckley@intentmedia.co.uk

Advertising Manager: Lesley Blumson
Lesley.Blumson@intentmedia.co.uk

Art Director: Stuart Moody
Stuart.Moody@intentmedia.co.uk

Design: Adam Butler
Adam.Butler@intentmedia.co.uk

Production Manager: Suzanne Powles
Suzanne.Powles@intentmedia.co.uk

Business Development: Dave Roberts
Dave.Roberts@intentmedia.co.uk

Contributing Editor: Samantha Loveday
Samantha.Loveday@intentmedia.co.uk

Circulation & Marketing: Hannah Short
Hannah.Short@intentmedia.co.uk

Enquiries to MCV, Intent Media, Saxon House
6a St. Andrew Street, Hertford SG14 1JA.

Managing Director/Publisher:
Stuart Dinsey
Stuart.Dinsey@intentmedia.co.uk
Telephone: 01992 535688

Finance Director: Hilary Cole
Finance Manager: Siobhan Cook
Finance Assistant: Zarah Aslam
Tel: 01992 535646 (Editorial)
Tel: 01992 535647 (Advertising)
Fax: 01992 535648

Printed By:
Pensord,
Tram Road,
Pontllanfraith
Blackwood,
NP12 2YA

MCV RETAIL ADVISORY BOARD

Gerry Berkley *Woolworths*, Juliana Foley *Entertainment UK*, Tim Ellis *HMV*, Brian Foote *Sainsburys*, Martyn Gibbs *Gamestation*, Ajay Kejriwal *ePlay*, Gian Luzio *Play.com*, Don McCabe *Chips*, Matt Henderson *Amazon*, Mark Sutton *PC World*, Lisa Morgan *GAME*, Martin Baxter *ChoicesUK*, Dan Cook *Tesco*, Anthony Stocker *Argos*, Patrick Kelly *Virgin Megastores*



MCV is a member of the Audit Bureau of Circulation and the Periodical Publishers Association.

Membership of the ABC and PPA provides our advertising partners with confidence in our circulation statements. For the 12 months ending December 31st 2006, MCV had an average weekly net circulation of 9,156. MCV's circulation is 100 per cent named and zero per cent duplicated.

intentmedia

SAXON HOUSE,
6A ST. ANDREW STREET, HERTFORD,
HERTFORDSHIRE, ENGLAND SG14 1JA

Intent Media specialises in trade titles for entertainment and leisure markets. As well as MCV, Intent publishes *PC Retail* for retailers and suppliers to the computer trade, *Develop Magazine* for games programmers, producers and artists, *ToyNews* for all sectors of the toy industry and *Mobile Entertainment*.

Intent has also recently launched *BikeBiz* and *MI Pro*.
www.intentmedia.co.uk

MCV

ISSN: 1469-4832 Copyright 2006



MCV has an exclusive media partnership with Famitsu - Japan's leading video games analyst and news source

ANNUAL SUBSCRIPTIONS United Kingdom £150 | Europe £175 | Rest of the World £250

To order your subscription via Visa, Mastercard, Switch or AMEX or to make changes to your subscription details, contact mcv.subscriptions@c-cms.com or call 01580 883848.

**"THE SORT OF MUD
SPLATTERED ACTION THAT
'DIRT' COULD ONLY DREAM OF."**

X360

**"THE ULTIMATE RALLY GAME
MAKES A TIMELY RETURN."**

GAMES MASTER – GM MOST WANTED

**"FORGET MOTORSTORM AND MCRAE, THIS
REMINDS YOU WHY YOU BOUGHT A PS3 IN
THE FIRST PLACE."**

PSW

**"IN LINE TO TAKE THE
'BEST RACER OF THE YEAR' AWARD..."**

GAMESRADAR

"...LOOKING MUDDY WELL BRILLIANT."

OPS2



Available exclusively from the SEGA Team
at Centresoft – Tel: 0121 625 3388

SURVIVAL OF THE FASTEST



**SEGA
RALLY**™

RALLY RACING UNLEASHED
28th September

SEGA®
www.sega.co.uk